

C O N T R A C T

Between

CITY OF READING

and

DESMAN, INC.

2021 - Comprehensive Parking Plan

## CONSULTING AGREEMENT

This **CONSULTING AGREEMENT** (the “**Agreement**”) is entered into and effective as of 4/14/2021, (the “**Effective Date**”) by and between the **CITY OF READING**, a Pennsylvania municipal corporation (the “**City**”), and **DESMAN, INC.**, a corporation duly organized and existing under the laws of the Commonwealth of Pennsylvania, with office in Pittsburgh, PA (the “**Consultant**”).

### **Background**

The City desires to engage the Consultant for the delivery professional consultant services associated with the City of Reading’s Comprehensive Parking Plan (“**Project**”) in accordance with the Scope of Services in the Request for Proposals and Consultant’s Proposal attached hereto as Exhibit “A” (collectively, the “**Services**”).

### **Agreement**

**NOW, THEREFORE**, in consideration of the mutual promises and covenants contained herein, and intending to be legally bound hereby, the parties agree as follows:

1. **Engagement; Scope of Services.** Subject to the terms and conditions set forth in this Agreement, the City hereby engages the Consultant to perform the Services for the Project on behalf of the City consistent with the terms of this Agreement, including all attachments, addenda and/or exhibits attached hereto.

2. **Performance of Services.**

(a) The Consultant shall perform the Services in accordance with the terms of this Agreement and in coordination and/or conjunction with those services rendered by the City and its authorized representatives, agents or other consultants. The Consultant shall fully cooperate with the City’s authorized representatives, employees and elected officials of the City, and the agents or other consultants of them in relation to the performance of their respective contractual obligations to the City. The City’s retention of other consultants shall not relieve the Consultant of its responsibilities under this Agreement or entitle the Consultant to an adjustment in the schedule, the Services, or the Consultant’s compensation. Notwithstanding the foregoing, in no event shall the Consultant be responsible for quality assurance of the work of such other representatives, agents or consultants, nor shall the Consultant be liable for any errors or omissions in such work.

(b) The Consultant shall perform its Services as expeditiously as is consistent with such professional skill and care and the orderly progress of the Services. The Consultant shall submit the deliverables and reports required by this Agreement to the City and otherwise complete each Task in strict accordance with the Project Schedule set forth in Consultant’s Proposal which attached hereto and incorporated herein as part of Exhibit “A”. Time is of the essence in connection with each and every performance obligation of the Consultant under this Agreement.

(c) The Consultant acknowledges that the Services may be performed in connection with grant funds received by the City. In the event that the Services are funded through

grants, Consultant shall adhere to all requirements set forth in any applicable grant agreement applicable to City vendors and contractors. The Consultant shall provide the City with any information or execute any document required by the any applicable grant agreement for the City to be entitled to receive the grant funds.

3. **Compensation.**

The Contractor shall be compensated based on a lump sum fee of ONE HUNDRED TWENTY-THREE THOUSAND FOUR HUNDRED AND NINETY-NINE AND 00/100 (\$123,499.00) US which shall be applied to the scope of services as set forth in the Consultant's Cost Proposal attached as Exhibit "B."

4. **Payments to the Consultant.**

(a) Payments of undisputed amounts are due and payable within sixty (60) days after the City's receipt of an invoice from the Consultant. Undisputed amounts unpaid after sixty (60) days from the City's receipt of such invoice shall bear interest at the rate of three percent (3%) per annum.

(b) By the 15<sup>th</sup> of each month, the Consultant shall submit a detailed invoice to City by electronic mail, which identifies the specific tasks of the Services performed by the Consultant and/or its Subconsultants in the preceding month. Each invoice shall clearly set forth in single line items: a detailed description of each action performed by each person (with their corresponding billing rate) and the time required to perform such action to the nearest tenth of an hour. The invoice shall also generally describe the relative percentage of completion for each Task (as identified in Exhibit A), the total cumulative amount invoiced for each Task, the total remaining compensation for completing each Task, any supporting documentation and the overall percentage of the Project's Services completed as of the date of such invoice. Progress reports shall accompany each invoice in MS Word format.

(c) If the City determines that the Consultant's invoice lacks sufficient detail or inappropriately block bills, the City will notify the Consultant within thirty (30) days of receipt. Consultant shall revise the invoice in accordance with the requirements of this Agreement and resubmit to the City.

(d) No payments made under this Agreement shall be evidence of the proper performance of this Agreement, either in whole or in part, and no payment, including the final payment, shall be construed to be an acceptance of defective or improper services or relieve the Consultant of its responsibility to perform its services in a professional manner and in accordance with the terms of this Agreement.

(e) In the event of any dispute between the City and the Consultant as to the percentage or quality of work completed or the absence of supporting documentation, the City shall not be obligated to pay the amount in dispute until a final resolution of the dispute. Unless the parties expressly agree otherwise in writing, in the event a dispute arises under this Agreement in connection with payments to be made on any invoice, or otherwise, the Consultant, shall continue to perform its duties and responsibilities under this Agreement, including, without limitation, the Services, during the pendency of such dispute.

5. **Equipment and Supplies.** The Consultant shall supply any equipment and supplies required to render the Services, except as otherwise provided herein, at no additional cost to City.

6. **Permits and Licenses.** The Consultant shall pay all fees and procure all necessary licenses and permits needed to conduct the Services, without any markup. The Consultant shall give any and all necessary formal notices required in conjunction with the lawful prosecution of the Services.

7. **Term.** This Agreement shall commence as of the Effective Date, and it shall continue in effect until (i) such time when the Services have been completed in their entirety, or (ii) this Agreement is terminated in accordance with the provisions of Sections 14 or 16(c) hereof, whichever is earlier (the “*Term*”).

8. **Independent Contractor.** The Consultant is an independent contractor and shall not be deemed an employee of the City. Neither party shall be responsible for the acts or omissions of the other party hereto nor the acts or omissions of the employees or agents of the other party hereto. Neither party shall have the authority to speak for, represent or obligate the other party hereto in any way without either the express prior written consent of or written ratification by the other party.

9. **Confidentiality and Non-Disclosure.**

(a) In connection with the provisions of the Services to the City, the Consultant will have access to certain “Confidential Information” (as defined herein). For purposes of this Agreement, “*Confidential Information*” means all information of the City, (or information of another party which the City has in its possession) transmitted to the Consultant in connection with the performance of Services, regardless of whether such information was or is transmitted orally, in writing, electronically or other form, or whether such information was or is tangible or intangible or observed.

(b) The Consultant may not release any Confidential Information, nor publish any report or documents relating to the City or the performance of the Services without prior written consent of the City. The Consultant shall indemnify and hold harmless the City, including their officers, elected officials, and employees from all liability which may be incurred by reason of the Consultant’s unapproved dissemination, publication and distribution, or circulation, in any manner whatsoever, of any Confidential Information by the Consultant or its agents or employees.

(c) Notwithstanding subsections (a) and (b) of this Paragraph, the Consultant shall not have any obligations under this Agreement with respect to information which (i) is already known to the Consultant (as evidenced by the Consultant’s prior written records) or is publicly available at the time of disclosure; (ii) is disclosed to the Consultant by a third party, unless the Consultant is aware that the third party is subject to an obligation of confidentiality with respect to such information; (iii) becomes publicly available after disclosure through no act of the Consultant; or (iv) is independently developed by the Consultant without breach of this Agreement. Notwithstanding subsections (a) and (b) of this Paragraph, the Consultant may use and disclose any information (i) to the extent required by an order of any court or other governmental authority, but only to the extent required to comply with the said requirements of the



government authority or court order, or (ii) as necessary for the Consultant to protect its interest in this Agreement, but only after the City has been so notified and had the opportunity to obtain reasonable protection for such information in connection with such disclosure.

10. **Copyrights and Licenses.**

(a) Upon full payment of all monies owed to the Consultant, drawings, specifications, reports, data and other documents, including, without limitation, those in electronic form, prepared by the Consultant and/or its Subconsultants in connection with the Services are the property of the City who shall be vested with all common law, statutory and other reserved rights. At the City's request, the Consultant and/or its Subconsultants shall provide the City, the City and any third party designated by the City, a full and complete release, in a form and substance acceptable to the City, of any and all rights the Consultant and/or its Subconsultants may have to the drawings, specifications, reports, data and other documents prepared by the Consultant and/or its Subconsultants in connection with the Services. The City agrees, to the fullest extent permitted by law, to indemnify and hold the Consultant harmless from any claim, liability or cost (including reasonable attorney's fees and defense costs) arising or allegedly arising out of any reuse or modification of the drawings, specification, reports, data and other documents by the City or any person or entity that obtains the drawings, specification, reports, data and other documents from or through the City.

11. **Insurance & Indemnity.**

See Exhibit "A" Request for Proposals.

12. **Representations and Warranties.**

(a) The Consultant represents that the Consultant possesses the training, skills and expertise necessary to perform the Services with the customarily accepted standards of the profession.

(b) The Consultant represents that it may lawfully conduct its business in the Commonwealth of Pennsylvania.

(c) The Consultant represents and warrants that it possesses the necessary license or licenses to perform the Services in the Commonwealth of Pennsylvania, and if any part of such Services is to be subcontracted, the Subconsultants have the necessary license or licenses to perform such Services.

(d) Each party represents to the other party that such party has the power and authority to enter into this Agreement and that such party is not a party to any restrictions, agreements or understandings whatsoever which would prevent or make unlawful such party's acceptance of the terms set forth in this Agreement or such party's performance hereunder. Each party further represents that such party's acceptance of the terms of this Agreement and the performance of such party's obligations hereunder do not and will not (with the passage of time) conflict with or constitute a breach or default of any contract, agreement or understanding, oral or written, to which such party is a party or by which such party is bound.

13. **Correction of Services.** The Consultant shall promptly correct any Services rejected by the City as failing to conform with the requirements of this Agreement, industry standards, or applicable laws, in the City's reasonable discretion, whether discovered before or after the Term. Costs of correcting such rejected or nonconforming Services, including, but not limited to, any additional labor or materials of the Consultant, its Subconsultants, the City or the City's agents, made necessary thereby, shall be at the Consultant's cost and expense. If the Consultant fails to correct such rejected or nonconforming Services within a reasonable time after receiving notice from the City, the City or its agents may correct such Services and the Consultant shall pay the City all costs, expenses, losses and damages incurred by the City to make such correction.

14. **Termination.**

(a) The City may immediately terminate this Agreement if the Consultant (i) refuses or fails to supply enough properly skilled workers to perform the Services, (ii) fails to make payment to its Subconsultants or suppliers for labor in accordance with the respective agreements between the Consultant and its Subconsultants or suppliers, (iii) violates any laws, ordinances, rules, regulations or orders of a public authority having jurisdiction, (v) becomes insolvent, suffers or permits the appointment of the receiver for its business or assets, or becomes subject to any proceeding under any bankruptcy or insolvency law, or (vi) otherwise materially breaches a provision of this Agreement.

(b) The City may terminate this Agreement upon not less than seven (7) days written notice to the Consultant for the City's convenience and without cause. In the event of termination not the fault of the Consultant, the Consultant shall be compensated only for Services performed prior to termination. After the City has made such payment, the City shall have no further obligation or liability to the Consultant with respect to this Agreement.

(c) If the City fails to make payments to the Consultant of any undisputed amounts due in accordance with this Agreement without just cause relating to the Consultant's failure to perform in accordance with this Agreement, such failure shall be considered substantial nonperformance and cause for termination or, at the Consultant's option, cause for suspension of performance of services under this Agreement. In the event of a suspension of services, the Consultant shall have no liability to the City for delay or damage caused the City because of such suspension of services. Before resuming services, the Consultant shall be paid all sums due prior to suspension. Prior to any suspension of services or termination of this Agreement, the Consultant shall give sixty (60) calendar days' written notice to the City during which period City may cure its nonperformance by making payment of all sums due to Consultant and not in dispute.

(d) Immediately upon expiration or termination of this Agreement, the Consultant shall return to the City, in both written and electronic format, all information and other property used or created in connection with the Services by the Consultant or its agents, along with such information and assistance as is reasonable and customary to enable the City to successfully transfer the Services to another service provider or other third-party. The Consultant shall maintain a copy of such information in electronic format for at least twelve (12) months after termination of the Services for the purpose of carrying out the intent of this provision.

15. **Claims for Consequential Damages and/or Incidental Damages.** The Consultant waives claims against the Owner for lost profits, lost expected profits, consequential damages and/or incidental damages arising out of or relating to this Agreement. This waiver is applicable, without limitation, to all consequential damages and/or incidental damages, due to either the Consultant and/or the Owner's termination under the terms of this Agreement. Notwithstanding anything else to the contrary in this Agreement, the Owner shall have the right to recover.

16. **Equal Employment Opportunity.**

(a) During the performance of the Agreement, the Consultant shall not discriminate against any employee or applicant for employment because of race, color, religion, sex, national origin, pregnancy, age, genetic information, disability, or any other status protected under local, state, or federal law. The Consultant will take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to race, color, religion, sex, national origin, pregnancy, age, genetic information, disability, or any other status protected under local, state, or federal law. Such action shall include, but not be limited to, the following: employment, upgrading, demotion, or transfer, recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship.

(b) The Consultant agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause. The City may elect to provide the Selected Consultant with the required form notice. The Consultant will, in all solicitations or advertisements for employees placed by or on behalf of the Consultant, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, pregnancy, age, genetic information, disability, or any other protected status under local, state, or federal law.

(c) In the event of the Consultant's noncompliance with Section 16(a), Section 16(b) or with any applicable laws, the Agreement may be canceled, terminated, or suspended in whole, or in part, by the City. In such event, the Consultant may be declared ineligible for further City contracts. The Consultant shall include the paragraphs set forth in this Section 15 in every subcontract or purchase order.

17. **Employment of Certain Persons Prohibited.** No person who, at the time, is serving sentence in a penal or correctional institution shall be employed on the work covered by the Agreement.

18. **Subcontracts.** The Consultant shall not subcontract work under the Agreement unless prior written approval is granted by the City. Each person or entity which the Consultant subcontracts with to perform Services, as approved in writing by the City (each a "*Subconsultant*"), shall be bound by the conditions of the Agreement.

19. **Right to Audit Records.** The City shall be entitled to audit the books and records of the Consultant or any of its Subconsultants to the extent that such books and records relate to the Agreement or the performance of Services. The Consultant and its Subconsultants shall retain such books and records for a period of three (3) years from the date of final payment under the Agreement unless the City otherwise authorizes in writing a shorter period. Notwithstanding the

foregoing, the City's right to inspect, copy and audit shall not extend to the composition of the Consultant's rates and fees, percentage mark-ups or multipliers but shall apply only to their application to the applicable units.

20. **Compliance with Applicable Laws and Standards.** The Consultant shall strictly comply with all applicable federal, state, and local laws, ordinances, decrees, orders, published governmental guidance documents, and industrial statutes, regulations, codes and standards in its performance of Services.

21. **Communicating with Governmental Agencies.** Notwithstanding anything to the contrary in this Agreement, the Consultant shall provide the City with notice before communicating with any governmental agencies about any information related to the Services. The City shall be provided with the opportunity to direct all communications with governmental agencies.

22. **Governing Law; Jurisdiction.** This Agreement shall be governed and construed by the laws of the Commonwealth of Pennsylvania without regard to its principles of conflicts of law. EACH PARTY IRREVOCABLY CONSENTS TO THE EXCLUSIVE JURISDICTION AND VENUE OF THE STATE COURTS LOCATED IN THE COUNTY OF BERKS, COMMONWEALTH OF PENNSYLVANIA, AND IRREVOCABLY AGREES THAT ALL ACTIONS OR PROCEEDINGS BETWEEN THE PARTIES, INCLUDING, BUT NOT LIMITED TO, THOSE ACTIONS OR PROCEEDINGS RELATING TO THIS AGREEMENT, SHALL BE LITIGATED IN SUCH COURT.

23. **Entire Agreement.** This Agreement (including its exhibits) constitutes the entire agreement of the parties pertaining to the subject matter hereof and merges all prior negotiations and drafts of the parties with regard to the transactions contemplated herein. Any and all other written or oral agreements existing between the parties hereto regarding such transactions are expressly canceled. In the event of any conflict between this Agreement and any of the exhibits attached hereto, the more stringent terms shall govern.

24. **Alterations, Modifications or Additions of the Services.**

(a) The Services will be under the supervision of the City or its authorized representatives, agents or other consultants. In the event the Consultant determines that any alteration, modification or addition to the Services is warranted ("***Additional Services***"), the Consultant shall submit a proposal to the City setting forth in reasonable detail the scope of such Additional Services, the estimated time and price of performing the Additional Services and any potential impact on the then-existing Services and any fees related thereto. The Consultant shall obtain the prior written approval from the City before performing any Additional Services. The Consultant shall not be entitled to additional compensation for any work or materials associated with Additional Services unless it received such approved. If approved by the City, the Consultant shall perform or cause to be performed such Additional Services in accordance with the terms of this Agreement.

(b) The City shall pay the Consultant all compensation earned in the performance of Additional Services in accordance with Paragraph 4.

25. **Waiver.** No provisions hereof may be waived except by an agreement in writing signed by the parties. A waiver of any term or provision hereof shall not be construed as a waiver of any other term or provision hereof.

26. **Binding Effect.** This Agreement shall bind and inure to the benefit of the parties hereto and their respective successors, heirs and permitted assigns.

27. **Assignment.** This Agreement is a personal service contract and may not be assigned by the Consultant without the prior written consent of the City.

28. **Third Party Beneficiaries.** The parties acknowledge and agree that the City shall be named as a third party beneficiary of any and all agreements by and between the Consultant and any of its Subconsultants and the City shall have the rights of enforcement and remedies against the Consultant's Subconsultants as are available to the City hereunder. Furthermore, the parties acknowledge and agree that none of the City's obligations and duties under this Agreement shall in any way or manner be deemed or construed to create any obligation of the City to any person or entity other than the Consultant. The parties also acknowledge that the City shall be deemed a third party beneficiary of this Agreement and shall be entitled to rely on the quality of the Services rendered by the Consultant.

29. **Notice.** Any notice required or permitted to be given under this Agreement shall be in writing and shall be deemed to have been sufficiently given for all purposes when presented personally to such party or sent by certified or registered mail, return receipt requested, or by facsimile transmission with confirmation, to such party at its address set forth below:

If to the City:	Jamal F. Abodalo 815 Washington Street Reading, PA 19601 Jamal.Abodalo@readingpa.gov
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If to the Consultant:	Jeffrey Henriksen, Senior Vice President 20 North Clark, 4th Floor Chicago, IL 60602 jhenriksen@desman.com
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30. **Severability.** The invalidity or unenforceability of any provision of this Agreement shall not affect the validity or enforceability of the remaining provisions (including any remaining provisions within the same numbered paragraph), unless the absence of such invalid or unenforceable provision materially and adversely affects the rights or obligations of either party hereto.

31. **Background.** The Background Section of this Agreement is expressly incorporated into the substantive provisions of this Agreement and shall be binding upon the parties as if expressly contained in the body of the Agreement.

32. **Drafting of Agreement.** The parties hereto acknowledge that each has participated in the drafting of this Agreement and the parties hereto expressly waive the defense of contra

proferentum, i.e., that this Agreement or any portion of this Agreement may be construed against any party as the drafter thereof.

33. **Exhibits.** Unless otherwise indicated, references to this Agreement shall be interpreted to include the main body of this Agreement and the Exhibits. In interpreting this Agreement and resolving any conflicts, inconsistencies, discrepancies or ambiguities between and/or within this Agreement and the Exhibits attached hereto, the main body of this Agreement takes precedence over the Exhibits. Any conflict, inconsistency, discrepancy or ambiguity of the scope of services shall be resolved in favor of the performance of the greater degree, quantity or quality of services (as determined by the City).

34. **Force Majeure.** Any default in the performance of this Agreement caused by any of the following events and without fault or negligence on the part of the defaulting party shall not constitute a breach of contract: labor strikes, riots, war, acts of governmental authorities, unusually severe weather conditions or other natural catastrophe, pandemic or any other cause beyond the reasonable control or contemplation of either party. Nothing herein relieves the City of its obligation to pay the Consultant for services rendered. This provision applies, without limitation, to any impacts caused by, resulting from, or arising out of the COVID-19 pandemic, which was declared a worldwide pandemic by the World Health Organization on March 11, 2020.

35. **Limitation of Liability.** The total amount of all claims the City may have against the Consultant under this Agreement or arising from the performance or non-performance of the Services under any theory of law, including but not limited to claims for negligence, negligent misrepresentation and breach of contract, shall be strictly limited to the lesser of the fees or \$600,000. As the City's sole and exclusive remedy under this Agreement any claim, demand or suit shall be directed and/or asserted only against the Consultant and not against any of the Consultant's employees, officers or directors.

[SIGNATURE PAGE TO FOLLOW]

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed by their duly authorized representatives as of the date first written above.

ATTEST:

DocuSigned by:  
*Linda A. Kelleher CMC, City Clerk*  
73DE031C240D451...

CITY OF READING:

DocuSigned by:  
*Mayor Eddie Moran*  
By: 9DB6C26E27C394BB...  
Name: Mayor Eddie Moran  
Title: Mayor

ATTEST:

DocuSigned by:  
*[Signature]*  
B81A6FFD936842A...

DESMAN, INC.:

DocuSigned by:  
*Jeffrey Henriksen*  
By: 9C0400D764FD4D2...  
Name: Jeffrey Henriksen  
Title: Senior Vice President

**EXHIBIT “A”**

**(Scope of Services in the Request for Proposals and Consultant’s Proposal)**



## Request for Proposals

### COMPREHENSIVE PARKING PLAN

City of Reading, Pennsylvania



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## INTRODUCTION

The City of Reading (City) is a third-class city in Pennsylvania operating under the home rule form of government. The City is located in Berks County and has a population of approximately 90,000. The City is seeking professional proposals from qualified consulting firms to develop a comprehensive parking plan for the City. Parking is an instrumental and inevitable part of transportation and real estate within the City. As the City grows and attracts more prosperous economic development, our focus necessarily shifts from development designed for single-occupancy vehicles, to mixed-use, urban, and transit-oriented developments. The comprehensive parking plan will be developed in conjunction with the Downtown Plus Strategic Plan to attract and retain businesses, workforce, residents, and visitors to the City.

The City will use this plan to better manage public parking resources and to anticipate future parking needs as the City's revitalization unfolds.

The Comprehensive Parking Plan project will be administered by the City of Reading's Community Development Department. The primary contact **after** the project has been awarded will be:

Jamal Abodalo, Director of Community Development  
815 Washington Street  
Reading, PA 19601  
610-655-6328

Responses to this Request for Proposals (RFP) are due by 3:00 prevailing time, January 12, 2021. Late submittals will be disqualified.

## I. BACKGROUND

Since the adoption of the City of Reading Comprehensive Plan in 2000,<sup>1</sup> the City has undertaken many studies and plans which reviewed parking issues throughout the City. In 2008, the City conducted a parking study which focused on the downtown district and included a map of available public parking facilities and inventory of parking usage at that time.<sup>2</sup> The Downtown 2020 Master Plan, drafted in 2011, included a collection of existing conditions and proposed changes in Reading's downtown area.<sup>3</sup> In addition, a revised comprehensive plan, drafted in 2014–2015, addressed parking in neighborhoods and the downtown area.<sup>4</sup> The majority of these plans and studies, while valuable resources, were not formally adopted.

## II. PURPOSE / GOALS

The City of Reading needs a comprehensive parking plan that will enable the City to effectively plan for future development and revitalization of the City, while managing existing parking needs and resources. The plan should build on and consolidate the data collected through previous studies and plans. As the heart of Berks County, the City of Reading has a vibrant fabric that is woven from diverse educational, commercial, and other institutional uses operating citywide, each of which plays a crucial role in the City's overall economic development.

Having a comprehensive parking plan that addresses parking throughout the City is essential to attract customers who are looking for a walkable and transit-oriented community in which to live, learn, work and play.

The goals for the City of Reading Comprehensive Parking Plan are to:

- Assess the occupancy characteristics of all available parking resources in the City, including on-street parking, garages, and surface lots;
- Evaluate current City policies (including ordinances, procedures, operations, and incentives) that affect parking; and
- Recommend specific policy changes, based on accepted industry practices that the City should implement to attract new development while protecting existing resources.

To avoid duplication of efforts, the plan should incorporate relevant portions of the Downtown Plus Strategic Plan, the City of Reading Comprehensive Plan, and past parking studies and plans conducted for the City and/or Parking Authority.

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<sup>1</sup> Available at: [https://www.readingpa.gov/sites/default/files/documents/comprehensive\\_plan\\_2000.pdf](https://www.readingpa.gov/sites/default/files/documents/comprehensive_plan_2000.pdf)

<sup>2</sup> Available at <https://www.readingpa.gov/sites/default/files/CD/planning/Parking%20Study%20%282008%29.pdf>

<sup>3</sup> Available at [https://www.readingpa.gov/sites/default/files/CD/planning/report\\_Downtown2020.pdf](https://www.readingpa.gov/sites/default/files/CD/planning/report_Downtown2020.pdf)

<sup>4</sup> Available at: <https://www.readingpa.gov/sites/default/files/CD/planning/DRAFT%20City%20Comprehensive%20Plan%20December%202015.pdf>

### III. SCOPE OF SERVICES

#### A. Inventory and Assessment of Parking Demand, Supply and Administration

The purpose of this task is to quantify the existing public and private parking supply in the City and the existing demand for parking based on residential, commercial, and institutional needs.

The Study Area for development of this comprehensive plan are designated on the map included in the Appendix. For purposes of this assessment, “public parking facilities” include those parking garages and surface parking lots owned/operated by the Reading Parking Authority.

This quantification will be accomplished by an inventory and assessment of parking resources and challenges which includes:

- ***Accumulation Counts.*** Collect data on the number of vehicles parked in public parking facilities during specific period of times and the number of vehicles entering and exiting during that specified period to summarize by time period the number of vehicles and establish each facility’s capacity during peak and off-peak usage.
- ***Duration and Turnover.*** Collect data on parking duration and turnover rates to effectively determine the use of public parking facilities.
- ***Parking Demand (Land Use Method).*** Determine parking generation rates which can be used to estimate the demand for parking by tabulating the type and intensity of land uses throughout the study area; and based on reported parking generation rates, estimate the number of parking spaces needed for each unit of land use.

The assessment of on-street parking should quantify the effect of the following on parking availability:

- Truck parking for residents utilizing trucks in their work
  - Utilization of handicap parking
  - Utilization of loading zones and dedicated pickup/drop off parking
- ***Assessment of Future Parking Demand.*** Assess future parking demand based on the current and proposed land development projects, growth projections for the City, and available data from the Comprehensive Plan and other past studies.

The assessment should also include an inventory of existing private parking facilities in the study areas, as well as bicycle parking, existing public/mass transportation routes, institutional shuttle services, and ridesharing opportunities. It should also summarize enforcement, administration, charge rates, and maintenance of public parking facilities by the Reading Parking Authority.

## B. Public Participation

At the conclusion of the assessment/inventory phase, the consultant will organize at least four (4) public workshop meetings to allow residents, property owners and the business community to express their views of parking needs in the City. Preferably one meeting would focus on downtown parking, while the others would focus on designated residential neighborhoods. As circumstances allow, these meetings may be held in person or via an acceptable virtual platform (such as Zoom) which would be made available by the City. The cost of advertising for the meetings would be borne by the consultant.

The findings from public participation should be incorporated into the assessment of parking as well as recommendations for policy changes.

## C. Evaluation of Current City Parking Policies

Review and summarize current City policies that have an impact on parking, including:

- (1) Land development and zoning regulations, and frequency of variances/waivers granted or denied from parking requirements;
- (2) Stormwater management ordinances and practices;
- (3) Parking enforcement procedures, including pricing and duration limits;
- (4) Deed restrictions limiting the use of private lots for use by off-site customers;
- (5) On-street parking regulations for standard and specialized parking areas (e.g., handicap parking, short-term parking spaces, loading zones), and other parking/traffic codes;
- (6) Parking rate structures;
- (7) Current wayfinding signage system directing visitors to parking facilities, including the current physical condition of the system and any improvements needed; and
- (8) Other City codes, ordinances, policies, procedures or incentives that affect parking activities.

#### D. Comprehensive Parking Plan Recommendations and Implementation

The plan recommendations will include creative solutions to address the following general topics:

##### *(1) Existing Needs*

The plan should recommend actions to address existing residential and non-residential parking needs, including (but not limited to) solutions for reducing parking congestion in densely populated residential neighborhoods, increasing available on-street parking, optimizing the use of public parking facilities, and providing alternative off-street parking locations for residents with commercial vehicles.

##### *(2) Future Parking Needs*

The plan should recommend actions the City should take to meet future parking demand, along with a timeline for implementation such actions.

##### *(3) Applicability and Amount of Parking Fees*

The plan should address any changes to parking fee rates necessary to finance the administration and maintenance of the City's parking system and to encourage the efficient use of the existing and proposed parking resources; it should also discuss the locations where parking should be fee-based.

##### *(4) Zoning/Land Development Requirements*

The plan should recommend amendments needed to provisions in the City's zoning and subdivision/land development ordinances, including (but not limited to) design and construction standards, numerical parking requirements for specific uses, distinctions between residential and commercial districts, and requirements for traffic studies and/or parking management plans. Recommendations should be consistent with current applicable case law and governing statutes, including the Pennsylvania Municipalities Planning Code.

##### *(5) Administration, Maintenance and Enforcement*

The plan should recommend improvements to the administration of parking regulations in the City, including pricing necessary to finance the administration and maintenance of the City's parking system and to incentivize efficient use of the existing and proposed parking resources.

##### *(6) Environment/Sustainability*

The plan should acknowledge the effect of parking policy on the physical environment and make recommendations based on transportation demand management (TDM) strategies to promote a balanced transportation system. Such recommendations should address parking minimums, impervious coverage limits, green incentives, streetscape design, complete streets, wayfinding, parking lot/garage location, and other topics applicable to long-term sustainability.



*(7)Implementation*

The plans should include a prioritized implementation schedule that provides a recommended time frame for integrating the recommended policy changes with other ordinance updates, comprehensive plan updates, and the concurrent Downtown Plus Strategic Plan, including staff responsibilities and funding options.

**IV. PROPOSAL REQUIREMENTS**

An electronic proposal, inclusive of all requested information and supporting documents, shall be submitted via the PennBid Program ([ebidexchange.com/pennbid](http://ebidexchange.com/pennbid)) no later than 3:00 P.M., prevailing time on January 12, 2021.

Specifications and Proposal Forms for the above work can be obtained via Penn Bid at [www.ebidexchange.com/pennbid](http://www.ebidexchange.com/pennbid).

The City of Reading reserves the right to accept or reject any and all bids, and to accept or reject any part of a bid, as may be in the public interest.

**Pricing proposals shall be submitted on a separate document.**

- Pricing proposals should itemize the proposed price for each scope area.
- Estimated hours and hourly rates per person shall be presented in the proposal.

**A. Submittal Requirements**

Candidates shall submit proposals that thoroughly respond to the items listed below. The most effective proposal will address the issues in this section, while minimizing unnecessarily elaborate presentation materials beyond that sufficient to present a complete and effective response. The proposal must be organized and presented in the exact order as outlined in this section. Failure to do so may remove the firm from further consideration.

**B. Qualifications and Experience**

The proposal must include the following items:

- a) Provide a summary of qualifications including experience with projects of similar size and type.
- b) Provide a minimum of three references, including telephone numbers and e-mail addresses.
- c) Identify the proposed firm/ team including key individuals, their qualifications and experience, and their proposed role on this project. The proposal should identify the primary point of contact. Provide an organizational chart as appropriate.
- d) Identify team members with asset condition assessment experience and any experience with municipal projects.

- e) Provide a list of all sub-consultants, their work assignments and the percent of the work each will be performing.
- f) State and explain of any instances where the firm has been removed from a project or disqualified from proposing on a project

The City reserves the right to pre-approve and/or reject any individual(s) proposed for this project.

#### C. Non-Collusion Affidavit

An executed Non-Collusion Affidavit must be included in proposal submissions. The Affidavit and instructions for completing it are attached to this RFP.

### **V. RFP PROCESS**

#### A. Consultant Evaluation

Evaluation of the proposals will be based on the following:

- Understanding of the requested work; merits of the described approach;
- Demonstrated competence and professional qualifications of proposed staff;
- Recent experience in successfully performing similar services; and
- Proposed fees.

#### B. Consultant Selection Process

A Selection Committee will be established to review and evaluate all proposals submitted in response to this RFP. The Committee shall conduct a preliminary evaluation of all proposals on the basis of the information provided. The Committee will first review each proposal for compliance with the minimum qualifications and requirements of the RFP. Failure to comply with any requirements may disqualify a proposal.

After review, the City may arrange for a meeting with the top-ranked firms to clarify any aspect of the proposals and to give each the opportunity to further establish their credentials. Selection will be based on a combination of approach, qualifications, and price. If agreement is reached on all three items, an agreement will be drafted and presented to the Council for approval.

The selection committee has the responsibility to negotiate the most favorable cost, terms and conditions to the City of Reading. The negotiation process may involve one or more RFP responses, and may continue until the actual award of the contract.

#### C. Withdrawal of Proposals

Proposers will be given permission to withdraw their proposals after they have been received in the City Purchasing Coordinator's office, provided said request is in writing and properly signed. However, no proposals may be withdrawn for a period of ninety (90) days following the formal opening and receipt of proposals by the City of Reading.

**D. Proposal Rejection**

The City of Reading reserves the right to reject any or all proposals and to accept or reject any part of any proposal. It also reserves the right to waive any technical defects or minor irregularities, which in its discretion, is in the best interest of the City.

**E. Questions**

To ensure fair consideration for all bidders, the City prohibits communication to or with any department or division manager or employee during the bid process with the exception of those questions relative to interpretation of specifications of the bid process. Such questions shall be submitted to the Purchasing Assistant via [www.ebidexchange.com/pennbid](http://www.ebidexchange.com/pennbid) by 2:00pm on December 21, 2020. Responses to questions shall be issued to all bidders in the form of a written addendum no later than January 4, 2021.

No interpretations of the meaning of the RFP documents will be made to any bidder orally. Every request for such interpretation shall be in writing to the City of Reading Purchasing Office, and to be given consideration must be received in writing prior to 2:00 PM on December 21, 2020. Direct inquiries via Penn Bid to:

Tammi Reinhart, Purchasing Coordinator  
815 Washington Street, Room 2-45  
Reading, PA 19601  
[Tammi.Reinhart@readingpa.gov](mailto:Tammi.Reinhart@readingpa.gov)

Any and all such interpretation will be in the form of an Addendum to the Contract Documents and will be issued to all prospective firms by January 4, 2021.

Additionally, the City prohibits communications initiated by a proposer to the City Official or employee evaluating or considering the proposals prior to the time an award decision has been made. Any communication between proposer and the City may only be initiated by the appropriate City Official or employee in order to obtain information or clarification needed to develop a proper, accurate evaluation of the proposal. Communications initiated by a proposer may be grounds for disqualifying the offending proposer from consideration for award of the proposal and/or any future proposal.

**F. Schedule**

There will be no pre-proposal meeting for this project. The City expects to provide a notice to proceed to a consultant within two (2) weeks of the award of the contract.

**VI. CONTRACT REQUIREMENTS**

**A. Execution of Contract**

The successful Proposer shall enter into contract with the City within ten (10) calendar days after contract documents are mailed by the City to the Principal.

The contract, when executed, shall be deemed to include the entire agreement between the parties; the Proposer shall not base any claim for modification of the contract upon any prior representation or promise made by the representatives or the City, or other persons. All attachments are considered as part of this document.

B. Alternations or Modifications

This contract will be under the direct supervision of the City or its authorized representatives. Any alterations or modifications of the work performed under this contract shall be made only by written agreement between the Proposer and the City authorized representatives and shall be made prior to commencement of the altered or modified work. No claims for extra work or materials shall be allowed unless covered by written agreement.

C. Subcontracts

The Proposer shall not subcontract work under this contract unless written approval is granted by the City. The Subproposer, as approved, shall be bound by the conditions of the contract between the City and the Proposer. The authorization of a Subproposer is to perform in accordance with all terms of the contract and specifications. All required notices, work orders, directives, and requests for emergency services will be directed to the Proposer. All directions given to the Subproposer in the field shall bind the Proposer as if the notice had been given directly to the Proposer.

D. Termination of Contract

The City shall have the right to terminate a contract or a part thereof before the work is completed in the event:

- Previous unknown circumstances arise, making it desirable or in the public interest to avoid the contract.
- The proposer is not adequately complying with the specifications.
- The proposer refuses, neglects, or fails to supply properly trained or skilled supervisory personnel and/or workers or proper equipment.
- The proposer in the judgment of the City is unnecessarily or willfully delaying the performance and completion of the work.
- The proposer refuses to proceed with work when and as directed by the City.
- The proposer abandons the work.

#### E. Insurance Requirements

Proposer agrees to procure and maintain professional liability insurance with an insurance company in good standing, naming the City as an additional insured, insuring payment of damages arising out of the performance of professional services for the City, in consultant's capacity as service provider if such damages are caused by error, omission, or negligent act of the insured of any person of the organization for whom the insured is legally liable and responsible. Such insurance cannot be canceled until thirty (30) days after the City has received notice of the insured's intention to cancel the insurance.

The Successful Proposer, at the time of execution of the contract, shall also furnish the City with insurance certificates of adequate limits, as later indicated, to protect the City of Reading, its agents, and employees from any litigation involving Workers' Compensation, Public Liability and Property Damage, involved in the work. All sub-proposers must also furnish copies of their liability insurance and Workers' Compensation Insurance certificates to the City. The City will allow no subcontractor unless such certificates are submitted to and approved by the City beforehand.

#### F. Workers' Compensation and Public Liability And Property Damage Insurance

The status of the Proposer in the work to be performed is that of any independent Proposer and as such, he/she shall properly safeguard against any and all injury or damage to the public, to public and private property, materials and things, and as such alone shall be responsible for any and all damage, loss or injury to persons or property that may arise, or be incurred, in or during the conduct or progress of said work without regard to whether or not the Proposer, sub- contractors, agents, or employees have been negligent, and the Proposer shall keep the City free and discharged of and from any and all responsibility and liability therefore of any sort or kind. The Proposer shall assume all responsibility for risks or casualties of every description, for any or all damage, loss or injury to persons or property arising out of the nature of the work from the action of the elements, or from any unforeseen or unusual difficulty. The Proposer shall assume and be liable for all blame and loss of whatsoever nature by reason of neglect or violation of any Federal, State, County or Local laws, regulations, or ordinances; the Proposer shall indemnify and save harmless the City from all suits or actions at law of any kind whatsoever in connection with this work and shall if required by the City, produce evidence of settlement of any such action before final payment shall be made by the City. Proposer's Liability Insurance Certificate shall include the save harmless clause and shall be filed with the City.

The Proposer shall maintain such insurance as will protect the Proposer from claims under workers' compensation acts and from claims for damages because of bodily injury, including death, and property damage, which may arise from and during operations under this Contract, whether such operations be by the Proposer, by any subcontractor or anyone directly or indirectly employed by either of them. Proposer's liability insurance shall be in the names of the Proposer and the City, as their respective interests may appear. Each policy and Certificate of Insurance shall contain an endorsement naming the City of Reading as additionally insured.

Certificates of such insurance shall be filed with the City.

The minimum amount of liability insurance to be maintained by the Proposer during the life of the contract shall be as follows:

- **Comprehensive General Liability** – for bodily injury and property damage – including any liability normally covered by a general liability policy with limits of not less than \$1,000,000 per occurrence and \$2,000,000 in the annual aggregate.
- **Professional Liability** – in minimum amounts of \$1,000,000 per occurrence and \$2,000,000 aggregate.

Prior to commencement of performance of this Agreement, Contractor shall furnish to the City a certificate of insurance evidencing all required coverage in at least the limits required herein, **naming the City of Reading, its elected officials, agents, and employees as additional insureds under the Comprehensive General Liability coverage**, and providing that no policies may be modified or cancelled without thirty (30) days advance written notice to the City. Such certificate shall be issued to: *City of Reading, 815 Washington Street, Reading, PA 19601*. All policies shall be in effect with companies holding an A.M. Best rating of “A-” or better and shall be licensed to do business in the Commonwealth of Pennsylvania. Such companies shall also be acceptable to the City.

Liability insurance shall include automobile coverage, including “hired automobiles and non-ownership automobiles.”

All subcontractors performing work under this contract must furnish to the City a copy of their Certificate of Insurance for Workers’ Compensation and liability for bodily injury and property damage.

#### G. Equal Employment Opportunity

During the performance of this Contract, the Proposer agrees as follows:

- The Proposer will not discriminate against any employees or applicant for employment because of race, color, religion, sex, or national origin. The Proposer will take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to race, color, religion, sex, or national origin. Such action shall include, but not be limited to, the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The Proposer agrees to post in conspicuous places, available to employees and applicants for employment, notices which may be provided by the City setting forth the provisions of this nondiscrimination clause.
- The Proposer will, in all solicitations or advertisements for employees placed by or on behalf

of the Proposer, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, or national origin.

In the event of the Proposer's noncompliance with the non-discrimination clauses of this Contract or with any of the said rules, regulations, or orders, this Contract may be canceled, terminated, or suspended in whole or in part and the Proposer may be declared ineligible for further City contracts. The Proposer will include the provisions of these paragraphs in every subcontract or purchase order unless exempted.

#### H. Employment of Certain Persons Prohibited

No person who, at the time, is serving sentence in a penal or correctional institution shall be employed on the work covered by this Contract.

#### I. Forms

The successful proposer will be required to submit an Indemnity Agreement, Stipulation Against Liens, and Non-Discrimination Statement; these forms are attached to this RFP. The successful proposer will also be required to provide a certificate of insurance as described above.

#### J. Right to Audit Records

The City shall be entitled to audit the books and records of a contractor or any sub-contractor to the extent that such books and records relate to the performance of such contract or sub-contract. Such books and records shall be maintained by the contractor for a period of three (3) years from the date of final payment under the prime contract and by the sub-contractor for a period of three (3) years from the date of final payment under the sub-contract unless a shorter period is otherwise authorized in writing.

#### K. Dissemination of Information

During the term of the resulting contract, the successful proposer may not release any information related to the services or performance of services under the contract, nor publish any reports or documents relating to the City, the account or performance of services under the agreement without prior written consent of the City; and shall indemnify and hold harmless the City, its officers, agents, and employees from all liability which may be incurred by reason of dissemination, publication and distribution, or circulation, in any manner whatsoever, of any information, data, documents, or material pertaining to the City, the account, or the contract by the contractor or its agents or employees.

#### L. Business Privilege Tax

The City of Reading imposes a Business Privilege License, at \$55.00 per calendar year. In addition,

a Business Privilege Tax is imposed at the service rate of 2 ¼ mills upon the gross receipts attributable to business conducted within the City of Reading. Failure to comply with payment, past, present or future, may result in additional penalties to the vendor as well as potential termination of the contract due to breach of RFP terms.

M. Permits/ Licenses

The Proposer shall, at own expense, pay all fees and procure all necessary licenses and permits needed to conduct the work required under the terms of this contract. The Proposer shall give any and all necessary formal notices required in conjunction with the lawful prosecution of the work of this contract.

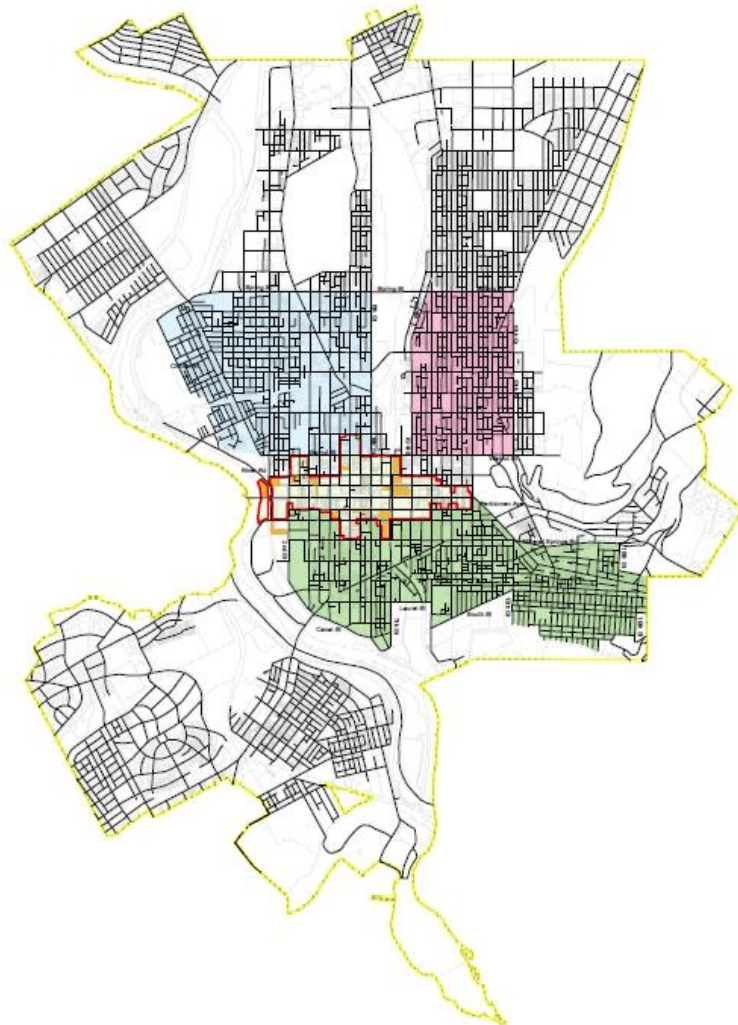
N. Observance of Laws, Ordinances and Regulations

The Proposer at all times during the term of this contract shall observe and abide by all Federal, State, and Local laws which in any way affect the conduct of the work and shall comply with all decrees and orders of courts of competent jurisdiction. The Proposer shall comply fully and completely with any and all applicable State and Federal Statutes, rules and regulations as they relate to hiring, wages, and any other applicable conditions of employment.



## VII. APPENDICES

### Study Area Map



10795  
 Study Area 1  
 Area: 155.54 Mile  
 Area: 108.82  
 Permits: 5,182  
 Study Area 2  
 Area: 11.54 Mile  
 Area: 288.61  
 Permits: 1,157  
 Study Area 3  
 Area: 88.74 Mile  
 Area: 541.27  
 Permits: 4,270  
 201 Study Area  
 Area: 105.27  
 Permits: 54.4

DRAWN BY: JF  
 1:1000 = 1,250 Feet  
 0 400 1,200 Feet

CITY OF READING  
 PROPOSED PARKING STUDY AREAS  
 BERKS COUNTY, PA

**Legend**  
 Roads  
 101  
 101A Street  
 Study Area 1  
 Study Area 2  
 Study Area 3  
 201 Study Area  
 City Boundary  
 Permits

Minority and Women Business Enterprises

The City notifies all firms that minority and women business enterprises will be afforded full opportunity to submit proposals in response to this RFP and will not be discriminated against on the basis of race, color, national origin or ancestry. Firms hereby agrees that upon the award of the contract, the firm will not discriminate against any person who performs work because of race, religion, color, sex, national origin or ancestry.

If the individual, firm or organization qualifies under any of these categories, the individual, firm or organization shall set forth the basis so that the City of Reading can determine which categories (s) are applicable.

- Minority owned business firm
- Woman owned business firm

**City of Reading  
Community Development Block Grant  
Professional Services Contract Appendix**

1. **Environmental Mitigation Measures**  
The professional services provider will design the project to comply with mitigation measures as established and identified in the CDBG environmental review completed in accordance with 24 CFR Part 58.
2. **Section 3 of the Housing and Urban Development Act of 1968**  
The professional services provider will ensure that, to the greatest extent feasible, opportunities for training and employment arising in connection with this CDBG assisted project will be extended to lower income project area residents. Further, the consultant will, to the greatest extent feasible, utilize business concerns located in or substantially owned by residents of the project area in the award of contracts and purchase of services and supplies.
3. **Clean Air and Water (contracts in excess of \$100,000)**  
The professional services provider shall comply with applicable standards, orders, or requirements issued under section 306 of the Clean Air Act (42 USC 1857h-4 transferred to 42 USC 7607), section 508 of the Clean Water Act (33 USC 1368), Executive Order 11738, and Environmental Protection Agency regulations (40 CFR part 15).
4. **Energy Efficiency**  
The professional services provider shall comply with the mandatory standards and policies relating to energy efficiency which are contained in the state energy conservation plan issued in compliance with the Energy Policy and Conservation Act (Pub. L. 94-163 codified at 42 USCA 6321 et. seq.).
5. **Minority Business Enterprise**  
Consistent with the provisions of Executive Order 11246 and OMB Super Circular 2 Part 200, the professional services provider will take affirmative steps to ensure minority businesses are used when possible as sources of supplies, equipment, and construction and services. Additionally, the professional services provider must document all affirmative steps taken to solicit minority businesses and forward this documentation along with the names of the minority sub-contractors and suppliers to the City of Reading, Pennsylvania upon request.
6. **Ownership of Document**  
All drawings, specifications, studies, and other material prepared under this contract shall be the property of the City of Reading, Pennsylvania and at the termination or completion of the professional services provider services shall be promptly delivered to the City of Reading, Pennsylvania. The professional services provider shall have no claim for further employment or additional compensation as a result of exercise by the City of Reading, Pennsylvania of its full rights of ownership. It is understood, however, that the professional services provider does not represent such data to be suitable for re-use on any other project or for any other purpose. If the City of Reading, Pennsylvania re-uses the subject data without the professional services provider written verification, such reuse will be at the sole risk of the City of Reading, Pennsylvania without liability to the professional services provider.
7. **Debarment**  
The professional services provider by executing this contract certifies that neither it nor any firm, corporation, partnership or association in which it has a substantial interest is designated as an ineligible firm by the Comptroller General of the United States pursuant to Section 5.6(b) of the Regulations of the Secretary of Labor, Part 5 (29 CFR, Part 5).

8. Reports and Information

The professional services provider will maintain accounts and records, including personnel, property and financial records, adequate to identify and account for all costs pertaining to this contract and such other records as may be deemed necessary by the City of Reading, Pennsylvania to ensure proper accounting for all project funds, both federal and non-federal shares. These records will be made available for audit purposes to the City of Reading, Pennsylvania or its authorized representative, and will be retained for five (5) years after the expiration of this contract.

9. Access to Records

It is expressly understood that the professional services provider records relating to this contract will be available during normal business hours for inspection by representatives of the City of Reading, Pennsylvania and U.S. Department of Housing and Urban Development.

10. Employee-Employer Relationship

The contracting parties warrant by their signature that no employer-employee relationship is established between the professional services provider and the City of Reading, Pennsylvania by the terms of this contract. It is understood by the parties hereto that there is an independent contractor and as such neither it nor its employees, if any, are employees of the City of Reading, Pennsylvania for purposes of tax, retirement system or social security (FICA) withholding.

11. Conflict of Interest

The professional services provider warrants that it presently has no interest and will not acquire any interest, direct or indirect, in the CDBG project that would conflict in any manner or degree with the performance of its services hereunder. The professional services provider further covenants that, in performing this contract, it will employ no person who has any such interest.

12. Modification and Assignability of Contract

This contract contains the entire agreement between the parties, and no statements, promises or inducements made by either party or agents of either party, that are not contained in the written contract, are valid or binding. This contract may not be enlarged, modified or altered except upon written agreement. The professional services provider may not sub-contract or assign its rights (including right to compensation) or duties arising hereunder without the prior written consent of the City of Reading, Pennsylvania. Any sub-contractor or assignee will be bound by all of the terms and conditions of the Agreement.

13. Section 109 of the Housing and Community Development Act of 1974

The professional services provider will comply with the following provision: No person in the United States may, on the grounds of race, color, national origin or sex, be excluded from participation in, be denied the benefits of or be subjected to, discrimination under any program or activity funded in whole or in part, with the funds made available under this title. Any prohibition against discrimination on the basis of age under the Age Discrimination Act of 1975 or with respect to an otherwise qualified handicapped individual as provided in Section 504 of the Rehabilitation Act of 1973 will also apply to any such program or activity.

14. Nondiscrimination

The professional services provider will not discriminate against any employee or applicant for employment on the basis of race, color, religion, creed, political ideas, gender, age, marital status, physical or mental handicap or national origin.

15. Procurement of recovered materials

Pursuant to 2 CFR Part 200.322 the professional services provider shall comply with applicable standards, orders, or requirements issued under section 6002 of the Solid Waste Disposal Act, as amended by the Resource Conservation and Recovery Act. The requirements of Section 6002 include procuring only items designated in guidelines of the Environmental Protection Agency (EPA) at 40 CFR part 247 that contain the highest percentage of recovered materials practicable, consistent with maintaining a satisfactory level of competition, where the purchase price of the item exceeds \$10,000 or the value of the quantity acquired during the preceding fiscal year exceeded \$10,000; procuring solid waste management services in a manner that maximizes energy and resource recovery; and establishing an affirmative procurement program for procurement of recovered materials identified in the EPA guidelines.

**DOCUMENTS TO BE SUBMITTED WITH PROPOSAL**

## **NON-COLLUSION AFFIDAVIT**

### **INSTRUCTIONS FOR NON-COLLUSION AFFIDAVIT**

This Non-Collusion Affidavit is material to any contract pursuant to this bid. According to the Pennsylvania Antibid-Rigging Act, 73 P.S. 1611 et seq., governmental agencies may require Non-Collusion Affidavits to be submitted together with proposals.

This Non-Collusion affidavit must be executed by the member, officer, or employee of the proposer who is authorized to legally bind the proposer.

Bid/Proposal rigging and other efforts to restrain competition, and the making of false sworn statements in connection with the submission of proposals are unlawful and may be subject to criminal prosecution. The person who signs the Affidavit should examine it carefully before signing and assure himself or herself that each statement is true and accurate, making diligent inquiry, as necessary, of all other persons employed by or associated with the proposer with responsibilities for the preparation, approval, or submission of the bid.

In the case of a proposal submitted by a joint venture, each party to the venture must be identified in the proposal documents, and an Affidavit must be submitted separately on behalf of each party.

The term "complementary bid/proposal" as used in the Affidavit has the meaning commonly associated with that term in the RFP process, and includes the knowing submission of proposals higher than the proposal of another firm, any intentionally high or noncompetitive proposal, and any form of proposal submitted for the purpose of giving a false appearance of competition. Failure to file an Affidavit in compliance with these instructions will result in disqualification of the proposal.

## NON-COLLUSION AFFIDAVIT

State of \_\_\_\_\_

County of \_\_\_\_\_

\_\_\_\_\_, being first duly sworn, deposes and says that:

He/She is \_\_\_\_\_ of the Proposer that has (Owner, Partner, Officer, Representative or Agent) submitted the attached Proposal;

He/She is fully informed respecting the preparation and contents of the attached Proposal and of all pertinent circumstances respecting such Proposal;

Such Proposal is genuine and is not a collusive or sham Proposal;

Neither the said Proposer nor any of its officers; partners, owners, agents, representatives, employees or parties in interest, including this affiant, has in any way colluded, conspired, connived or agreed, directly or indirectly, with any other Proposer, firm or person to submit a collusive or sham Proposal in connection with the Contract for which the attached Proposal is submitted or to refrain from submitting in connection with such Contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication of conference with any other Proposer, firm or person to fix the price or prices in the attached Proposal or of any other Proposer, or to fix any overhead, profit or cost element of the Proposal price or the Proposal price of any other Proposer, or to secure through any collusion, conspiracy, connivance or unlawful agreement any advantage against the City of Reading or any person interested in the proposed Contract;

The price or prices quoted in the attached Proposal are fair and proper and are not tainted by any collusion, conspiracy, connivance or unlawful agreement on the part of the Proposer or any of its agents, representatives, owners, employees, or parties in interest, including this affiant; and,

Neither the said Proposer nor any of its officers, partners, owners, agents or parties in interest, have any interest, present or prospective, that can be reasonably construed to result in a conflict of interest between them and the City of Reading, which the Proposer will be required to perform.

I state that \_\_\_\_\_ understands and acknowledges that the (Name of Firm) above representations are material and important, and will be relied on by the City of Reading in awarding the contract(s) for which this proposal is submitted. I understand and my firm understands that any misstatement in this affidavit is and shall be treated as fraudulent concealment from the City of Reading of the true facts relating to the submission of proposals for this contract.



\_\_\_\_\_  
(Name and Company Position)

SWORN TO AND SUBSCRIBED BEFORE ME THIS \_\_\_\_\_ DAY OF \_\_\_\_\_,  
20\_\_\_\_

\_\_\_\_\_  
Notary Public

## **VIII. DOCUMENTS TO BE SUBMITTED BY SUCCESSFUL PROPOSER**

## INDEMNITY AGREEMENT & HOLD HARMLESS

KNOW ALL MEN BY THESE PRESENTS:

WHEREAS, the undersigned has entered into a contract with the CITY OF READING, dated \_\_\_\_\_, 20\_, providing for the

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

City of Reading, Pennsylvania.

NOW, THEREFORE, in consideration of the award of said contract to the undersigned,  
, as well as in further consideration of the sum of ONE DOLLAR (\$1.00)

\_\_\_\_\_ in hand paid to the said \_\_\_\_\_ by the City of Reading, receipt whereof is hereby

acknowledged, the said \_\_\_\_\_ agrees to indemnify and save harmless the  
CITY OF READING, its officers, agents, servants, and employees against any and all loss,  
damage, costs and expenses which the said CITY may hereafter suffer, incur, be put to or pay by  
reason of any bodily injury (including death) or damage to property arising out of any act or  
omission in performance of the work undertaken under the aforesaid contract.

EXECUTED this \_\_\_\_\_ day of \_\_, 20\_.

By: \_\_\_\_

Title: \_\_

ATTEST:

\_\_\_\_\_

\_\_\_\_\_  
(Title)

## STIPULATION AGAINST LIENS

WHEREAS, \_\_\_\_\_, hereinafter called the PROPOSER, has entered into a CONTRACT, dated \_\_\_\_\_, 20\_\_, with \_\_\_\_\_ hereinafter called the CITY, to provide materials and perform labor necessary for the manufacture and furnishing of the: as set forth in the CONTRACT DOCUMENTS as prepared by the City of Reading.

NOW, THEREFORE, it is hereby stipulated and agreed by and between the said parties, as part of the said CONTRACT, and for the consideration therein set forth, that neither the undersigned PROPOSER, any SUBPROPOSER or material man, nor any other person furnishing labor or materials to the said PROPOSER under this CONTRACT shall file a lien, commonly called a mechanic's lien, for WORK done or materials furnished for the above manufacture.

This stipulation is made and shall be filed with the Berks County Prothonotary within ten (10) days after execution, in accordance with the requirements of Section 1402 of the Mechanics Lien Law of 1963 of the Commonwealth of Pennsylvania in such case provided.

IN WITNESS WHEREOF, the parties hereto have caused the signature of their proper officers to be affixed thereto on this \_\_\_\_ day of \_20\_\_.

(SEAL)

BY: \_\_ TITLE: \_\_\_\_

\_\_\_\_\_  
(CITY OF READING)

ATTEST:

BY: \_\_

TITLE: \_\_\_\_

(SEAL) \_\_\_\_\_  
(PROPOSER)

ATTEST: BY: \_\_ TITLE: \_\_\_\_

## NON DISCRIMINATION STATEMENT

The undersigned hereby certifies that it shall not discriminate against any employee or applicant for employment because of race, color, religion, sex, handicap, familial status, or national origin. The undersigned shall take affirmative action to insure that applicants for employment are employed, and that employees are treated during employment, without regard to their race, color, religion, sex, handicap, familial status, or national origin.

BIDDER

TITLE

CERTIFICATE OF ACKNOWLEDGMENT OF RECEIPT OF ADDENDUM

THE CITY OF READING

ADDENDUM NO.1

RFP:

Comprehensive Parking Plan

**DUE DATE:**

January 12, 2021

3:00 P.M. Prevailing Time

**NOTICE**

This addendum must be signed, attached to, and returned with your proposal to the City of Reading by the time and date indicated ABOVE:

Please be advised the name for this project was changed from Downtown Parking Study to Comprehensive Parking Plan.

I, HEREBY CERTIFY THAT THE CHANGES COVERED BY THIS ADDENDUM HAVE BEEN TAKEN INTO ACCOUNT.

Firm Name (Type or Print)\_\_\_\_\_

Authorized Signature \_\_\_\_\_

Title\_\_\_\_\_

Name (Type or Print)\_\_\_\_\_

Date\_\_\_\_\_

CERTIFICATE OF ACKNOWLEDGMENT OF RECEIPT OF ADDENDUM

THE CITY OF READING

ADDENDUM NO.2

RFP: Comprehensive Parking Plan

DUE DATE: January 12, 2021  
3:00 P.M. Prevailing Time

**NOTICE**

This addendum must be signed, attached to, and returned with your proposal to the City of Reading by the time and date indicated ABOVE:

Q1. The City issued a similar RFP in summer 2018 and requested BAFOs for that RFP in summer 2019. Is it to be assumed that no award was made? If not, what were the conditions that led the City to not award a contract?

A1. The City did not award the previous Comprehensive Parking Study. The new incoming Administration took effect in January of 2020 and opted to evaluate other essential economic development priorities in view of the changes to the downtown landscape.

Q2. The submittal requirement found in section IV.A says that all proposals must be organized and presented in the exact order as outlined within the section. The outlined section does not include anything related to project approach or understanding. However, the consultant evaluation states that one of the evaluation criteria is "understanding of the requested work; merits of the described approach" and that the selection will be based on a combination of approach, qualifications and price. It seems as if an approach is being requested. Can you confirm where within the submittal outline should the approach be included?

A2. The approach for developing the comprehensive parking plan is imperative for the success of the study. The City requests that applicants outline the approach they will utilize for developing the plan, thereby demonstrating their understanding of the requested work. This should be included in the proposal as an additional item (g), added to the end of RFP section IV.B: Qualifications and Experience.

Q3. The study area map included in the RFP is hard to read. Could you please upload a map with higher resolution?

A3. The study map has been posted to the City website and is available at: [Document has been sent to Purchasing to be added to website; please add link when available.]

Q4. Can you please confirm that supply and demand data collection is to be conducted throughout the entire City, in all of the different study area map?

A4. Supply and demand data collection should include the study areas shown on the study area map (see A3) as well as all arterial streets leading in and out of the City.

Q5. The submittal requirement found in section IV.A says that all proposals must be organized and presented in the exact order as outlined within the section. The outlined section does not include anything related to project approach or understanding. However, the consultant evaluation states that one of the evaluation criteria is "understanding of the requested work; merits of the described approach" and that the selection will be based on a combination of approach, qualifications and price. It seems as if an approach is being requested. Can you confirm where within the submittal outline should the approach be included?

A5. Please refer to the answer given under A2.

Q6. Tammi Reinhart, Purchasing Coordinator 815 Washington Street, Room 2-45 Reading, PA 19601 Tammi.Reinhart@readingpa.gov We would like to submit the following question: Could you please clarify what is expected for the assessment of on-street parking? The scope identifies accumulation counts and turnover for public parking facilities – which is defined as parking garages and surface parking lots. Is the accumulation and turnover analysis also intended for the on-street parking?

A6. The City is only requesting accumulation counts and turnover rates for parking garages and surface parking lots. Parking demand, both current and future, should be assessed for on and off-street parking.

Q7. Tammi Reinhart, Purchasing Coordinator 815 Washington Street, Room 2-45 Reading, PA 19601 Tammi.Reinhart@readingpa.gov We would like to submit the following questions: 1. As we read the RFP, the scope seems similar to previous proposals that we don't believe went forward. Was this due to funding issues or proposals that were beyond the anticipated budget? 2. What is the anticipated award date for this RFP?

A7. The new incoming administration in January of 2020 noticed significant changes in the landscape of downtown, including the closing of the Reading Eagle, the use of existing buildings to place CollegeTown in the downtown district, and the development of market rate apartments as well as an international student's campus. These are among the many factors that resulted in reissuing an RFP for a Comprehensive Parking Study. Selection of qualified candidate will commence shortly after receiving competitive bids.

Q8. Please confirm parking counts are only required for garage and surface parking lots and that the City is no longer requesting on-street parking accumulation counts.

A8. Confirmed: parking counts are only required for garages and surface parking lots.

Q9. Does the City require only weekday counts or weekday and weekend counts for all or portions of the study area?



A9. Both weekday and weekend counts are required.

Q10. Please clarify that the Study Area is all color-shaded areas contained in the map provided as Appendix F.

A10. Yes, please refer to the link provided in A3 for a PDF of the study area map.

Q11. The current COVID-19 pandemic has impacted travel and parking activity that could result in undercounts in business/retail areas and overcounts in residential areas while people are limiting travel. The City indicates they will issue a NTP within 2 weeks of consultant selection. What is the timeframe for project completions and preferred data accumulation?

A11. Consultants will develop and provide their schedule based on the scope of work and their understanding of the tasks listed in the RFP. However, the project will be completed no later than the end of September 2021 with recommendation to City Council by October 2021.

Q12. Is electronic data collected at each public facility that could be mined to determine facility usage and duration?

A12. Any electronic data available from the Reading Parking Authority which is public will be made available for purposes of completing this study.

Q13. Can you provide a clearer version of the Appendix F study area map?

A13. Yes, please refer to the link provided in A3 for a PDF of the study area map.

Q14. Will firms presently providing consulting services to the Parking Authority and may have specific, not publicly available information be conflicted from participating in this bid?

A14. Proposals will be evaluated on the knowledge, experience and ability to deliver in timely manner.

I, HEREBY CERTIFY THAT THE CHANGES COVERED BY THIS ADDENDUM HAVE BEEN TAKEN INTO ACCOUNT.

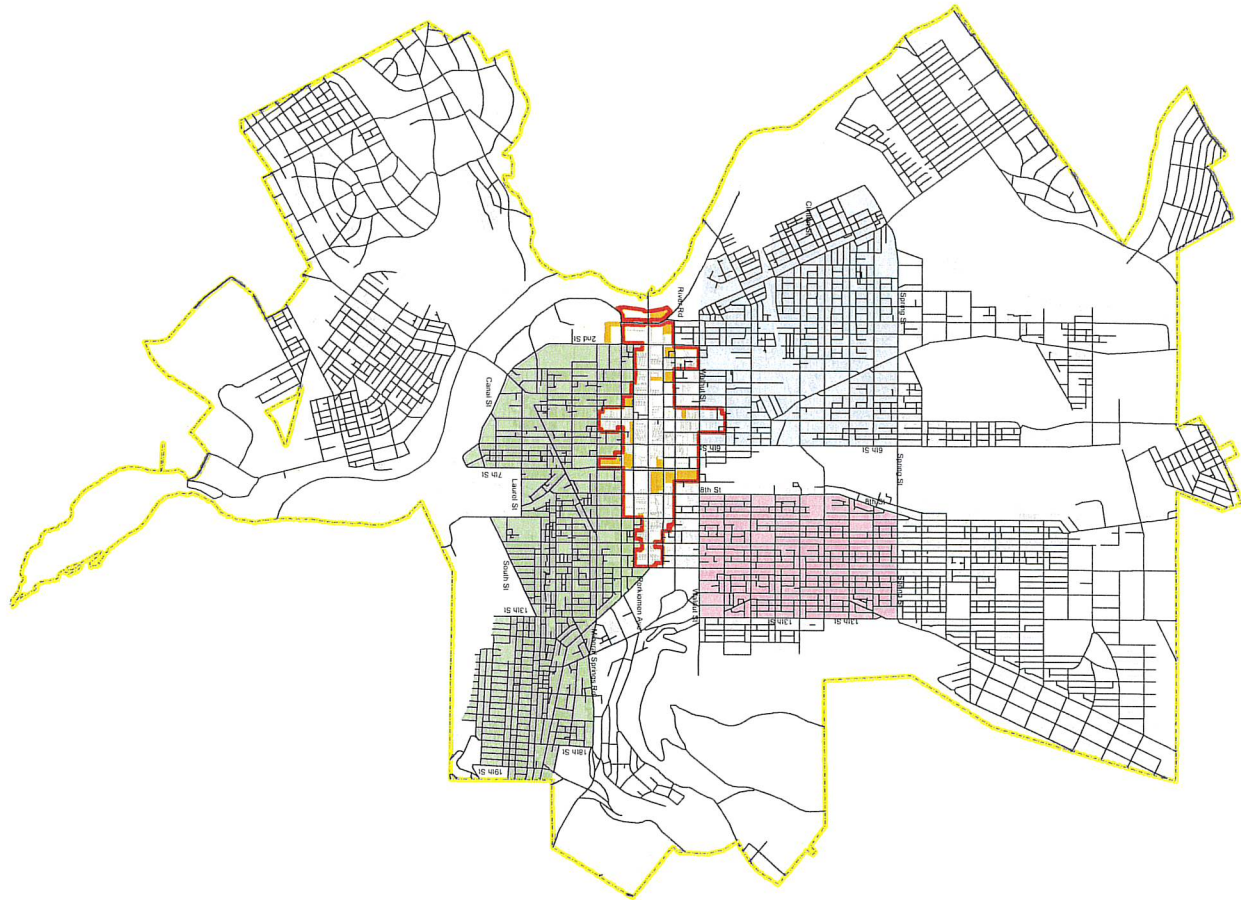
Firm Name (Type or Print)\_\_\_\_\_

Authorized Signature \_\_\_\_\_

Title\_\_\_\_\_

Name (Type or Print)\_\_\_\_\_

Date\_\_\_\_\_

NOTES:  
Study Area 1  
Area 7C-001

Page 1

Study Area 1  
Area: .75 Sq Miles  
Acres: 485.63  
Parcels: 5,152

Study Area 2  
Area: .41 Sq Miles  
Acres: 260.41  
Parcels: 4,137

Study Area 3  
Area: .85 Sq Miles  
Acres: 541.37  
Parcels: 6,279

DND Study Area  
Area: .26 Sq Miles  
Acres: 166.27  
Parcels: 544

DRAWN BY	
1 inch = 1	

0 625



CITY OF READING  
PROPOSED PARKING STUDY AREAS

BERKS COUNTY, PA

### Legend

— Street

DDP  
RPA

Study

100

DD

Part C

# Proposal

to provide a

## COMPREHENSIVE PARKING PLAN

### CITY OF READING, PA

Submitted January 12, 2021 by

**DESMAN**  
Design Management

301 Grant Street  
Suite 4300

Pittsburgh, PA 15219

Point of Contact - Gregory Shumate

Email - [gshumate@desman.com](mailto:gshumate@desman.com)

[www.DESMAN.com](http://www.DESMAN.com)

*In partnership with:*



January 11, 2021

Mr. Jamal Abodalo, Director  
Department of Community Development  
City of Reading  
815 Washington Street  
Reading, PA 19601

**RE: Request to Provide a Comprehensive Parking Plan  
City of Reading, PA**

Dear Mr. Abodalo:

Based on the information contained in the RFP and our own prior knowledge of the City of Reading, we understand that the City, in conjunction with the Reading Parking Authority, seeks to formulate a comprehensive parking plan in conjunction with the Downtown Plus Strategic Plan in order to attract and retain businesses, workforce, residents, and visitors to the City. The "Comprehensive Parking Plan" needs to effectively address a host of prevailing parking needs and challenges in downtown, as well as in of the city's most densely populated historic residential neighborhoods to the northwest, northeast and the south of the central business district. The plan needs to also provide sound recommendations to improve the operations, management, policies and practices relied upon to optimally maintain and regulate existing and new public parking assets and programs.

DESMAN is a nationally recognized specialist in the planning, design and restoration of parking facilities and other transportation improvements, having been involved in more than 5,000 parking design related projects nationwide over the span of the 40+ years. We offer an array of consulting services, including parking needs assessments, project planning and design, facility restoration and condition assessments, construction cost estimating, financial feasibility studies, facility operations planning, and guidance relating to the procurement of parking access and revenue control equipment.

Our staff is comprised of over 100 professionals that include licensed engineers and architects, certified parking and transportation planners, parking management and operations specialists, estimators, restoration/repair engineers, construction inspectors, and other technical support staff. DESMAN has completed numerous parking plans, study assignments and new facility project plans for large and small municipalities across the country. DESMAN is currently providing professional engineering services the Reading Parking Authority involving structural restoration and life-safety modifications to several parking garages. In the State of Pennsylvania, DESMAN has also completed numerous and varied parking consulting assignments for the City of Pittsburgh, Erie, Easton, Meadville, Bethlehem, Harrisburg, Wilkes Barre, West Chester, and York.

For this project, DESMAN's efforts will be led by Mr. Greg Shumate, a Senior Associate (email: [gshumate@desman.com](mailto:gshumate@desman.com)) with more than 24 years of parking consulting experience, who will serve as Project Manager for the assignment and will be personally involved with all the aspects of the study. Mr. Shumate will be supported by a number of other highly trained DESMAN staff members who are accustomed and experienced in collaborating with one another to deal with whatever issues may arise through the course of this engagement.

DESMAN is also pleased to have three other professional firms prepared to team with us to provide unique and specialized capabilities which we are sure will add to quality and delivery of service and work product for this engagement.

**Quad3 Group, Inc.** is a Wilkes-Barre based, architectural, engineering and environmental consultancy that will be task with addressing the variety land development, zoning, stormwater management and code compliance matters referenced in the RFP.

**Dronegenuity** is a drone flight service and training concern capable of producing aerial photos, video and conducting site and building inspection services that will provide a cost-effective means to gather high level visual documentation of prevailing parking activity in each of the four study areas referenced in the RFP.

**coUrbanization** is a Cambridge, MA based cyber consultancy that specializes in facilitating the engagement, education, polling, and documentation of targeted community outreach initiatives and will perform the same services for our team when we take on the task of hosting the three virtual public participation forums referenced in the RFP.

We hope that you will find that our proposal is responsive, cost effective and compliant to the City of Reading's goals and objectives for this important planning initiative. We certainly would like to work with you and your community stakeholders to create a best-in-class Comprehensive Parking Plan that can be relied upon to be a valuable planning and decision-making guide for the foreseeable future.

We appreciate the opportunity to present how our DESMAN team will serve the City of Reading. Please do not hesitate to contact us should you have any questions or require any additional information related to this proposal.

Sincerely,  
**DESMAN**



Gregory Shumate  
Senior Associate



Jeff Henriksen, R.A.  
Vice President

Cc: A. Hill, DESMAN  
G. Salzman, DESMAN  
C. Jones, DESMAN  
E. Detullio, DESMAN

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## A. SUMMARY OF QUALIFICATIONS

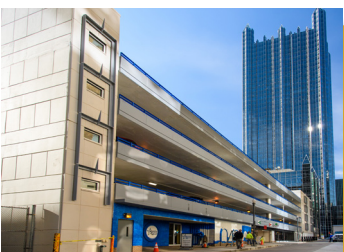
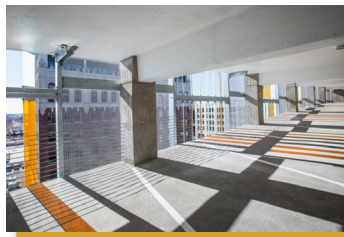


### A | SUMMARY OF QUALIFICATIONS

<b>45+</b> YEARS DELIVERING PARKING SOLUTIONS	 Over 5,000 COMPLETED PROJECTS	 95% Repeat ACTIVE CLIENTS	 Over 100 Parking PROFESSIONALS	 9 Offices NATIONWIDE
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"At DESMAN, we love what we do. It's not work; it's fulfilling our passion to collaborate on great projects that make a difference in the communities in which we live and work."  
- Steve Rebora, President



**DESMAN** is a leading firm specializing in the planning, design, and restoration of cost-efficient and aesthetically pleasing parking facilities within the United States and around the world. Our firm was founded in 1973 as an abbreviation for Design Management with the vision to combine creativity with innovation and sound design principles using reliable technical and organizational practices. Our projects consistently reach a balance of efficiency, durability, and value. Since the firm's inception, DESMAN has served public, private, and institutional clients and owners throughout the U.S. and abroad and has provided planning and design services for over 5,000 parking and transportation projects. DESMAN is an employee-owned corporation with strong financial stability that currently employs a staff of over 100 personnel in 9 offices nationwide.

### MISSION STATEMENT

Our firm is set up to encourage the creative process, to share ideas and talents among all of our offices and deliver an exceptional end product to our clients. DESMAN embraces diversity and is committed to providing excellence in the design of parking facilities, rehabilitation programs for existing structures, and innovative parking studies for all market sectors.



Team of 100+ professionals

Pittsburgh, PA

### PARKING SERVICES

- Parking Consulting
- Functional Design
- Architecture
- Structural Engineering
- Adaptive Reuse
- Restoration Engineering
- Parking Supply + Demand
- Operations Consulting
- Traffic /Transportation Eng.
- Master Planning
- Revenue Control Consulting
- Site Evaluation
- Financial Feasibility Analysis

### GOING GREEN

Sustainability is not just a checklist; it is fundamental to good design. Making wise choices with your resources and the earth's resources are responsibilities of the entire design, construction, and operations teams. Even below-grade parking can benefit from sustainable design. DESMAN was quick to adopt green principles in our design approach, resulting in award-winning designs for the National Renewable Energy Laboratory, Cornell University, and Salem University, to name a few. We are also on the forefront of implementation of Transportation Demand Management initiatives in the planning process. Our team members were among the first class of Green Garage Assessors certified by the Green Parking Council which is now offered as Parksmart throughout the U.S. Council of Green Buildings.



## A | SUMMARY OF QUALIFICATIONS

### THE BOROUGH OF WEST CHESTER MASTER PARKING PLAN

West Chester, PA

DESMAN worked with the Borough of West Chester (“Borough”) to develop a Comprehensive Parking Guide to assist the Borough’s Parking Department, Borough Manager’s Office and Borough Council in planning, managing/operating, and creating policy for the on- and off-street public parking system. The study concentrated on the Borough-owned parking facilities, Justice Center Garage, on-street metered areas, and residential parking program in the CBD, as well as the area around West Chester University.

The recommendations that resulted from the study included changes to the existing supply of parking, implementation of new payment technology, adjustments to existing Borough codes and policies, changes in pricing, investing in TDM strategies, among others.



### VARIOUS PARKING CONSULTING & DESIGN SERVICES

Bethlehem, PA



Over the last 5+ years, the Bethlehem Parking Authority (“BPA” or “Authority”) has hired DESMAN to perform a variety of parking consulting and design services. In addition to designing the BPA’s newest garage, the 626-space New Street Parking Garage, DESMAN completed the financial feasibility study and market analysis work that established the need for this Garage to support proposed new development on the southside of the city; this same type of feasibility work is also currently in progress for another potential new parking garage at 3rd and Polk streets. DESMAN has also completed several financial studies that were used to support the issuance of revenue bonds to fund new construction projects or to refinance existing Authority debt.

In addition to these projects, DESMAN also recently completed a comprehensive assessment of public parking in the City’s northside and southside downtowns, which included a review and evaluation of the operations of the BPA, as well as projections of future parking needs throughout the city. This study also included a parking rate analysis and benchmarking against similar municipalities. The results of this comprehensive assessment and the resulting recommendations are being used by the Authority to inform the City’s long-term planning process.

Aside from the design and planning services provided to the Authority, DESMAN’s restoration engineers have also worked with the BPA for many years to provide condition assessments and repair plans for their various structured parking facilities. In addition to comprehensive structural analyses of several of the Authority’s garages, DESMAN has also overseen several million dollars’ worth of repair projects to the Authority’s facilities.

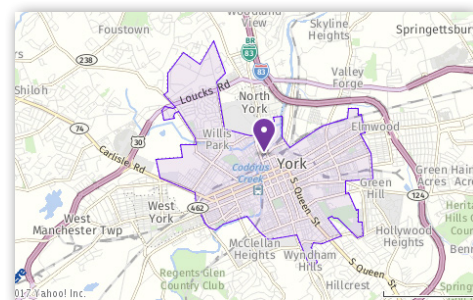


## A | SUMMARY OF QUALIFICATIONS

### DOWNTOWN YORK PARKING STUDY

York, PA

The City of York, PA retained DESMAN to undertake a comprehensive assessment of the City's municipal parking system, with the goal of producing a parking system master plan for the off-street parking garages and surface lots, as well as the on-street parking meters. The scope of the assessment covered the physical condition, utilization and general adequacy of the supply of parking presently available to serve the downtown area and the surrounding neighborhoods. The efficiency and effectiveness of parking enforcement, property maintenance, revenue collection, and the overall management of the City's parking program were also examined as part of the assessment.

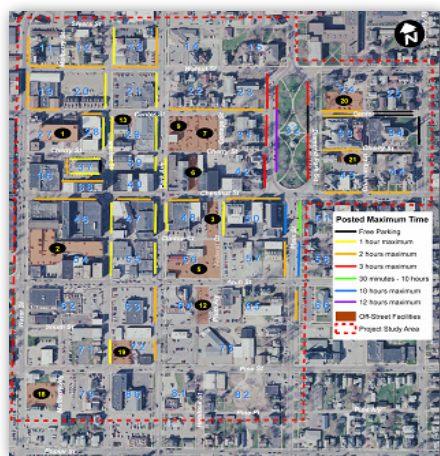


To address the parking operation's shortcomings, DESMAN formulated a number of recommendations, including: changing parking meter rates and time limits; upgrading on-street payment and enforcement technology; upgrading the parking access and revenue control systems in the garages to automate their operation, and; creating a single point of administrative accountability for the parking system – among others.

As of the date of this proposal, the City has begun to explore implementing several of the identified recommendations, including beginning the search for an individual to head the entire parking operation.

### CITY OF MEADVILLE DOWNTOWN PARKING STUDY

Meadville, PA



The scope of the initial study was designed to quantify the current and projected parking supply and demand in the Study Area, evaluate the overall operational and financial performance of the City-controlled parking system, and recommend system management measures that would reduce operating costs and enhance the revenue generated by the system. Interviews with City employees and downtown stakeholders were conducted in order to gather insight on the existing state of the City and its parking system. These individuals also supplied DESMAN with historical parking program revenues and expenses, permit sales figures, historical citation issuance statistics, and any information pertaining to planned and proposed development projects that would affect the future demand for parking in the Study Area. Physical surveys were also conducted to both confirm the actual inventory of spaces within the Study Area, as well as to document parking space utilization, turnover, and duration of stay conditions.

As a result of this work, several aspects of the parking operation were found to be in need of improvement including the level of enforcement and the tracking of parking revenues. Furthermore, it was determined that the rates charged at the City's various parking facilities and at the on-street meters were below the market rates in communities similar to the City of Meadville. DESMAN's recommendations for physical, organizational and operational improvements to the parking system were anticipated to turn the \$40,000 operating deficit projected for 2008 into an operating surplus of almost \$90,000 in 2009. Ticketing revenue sent to the G.O. Fund was also projected to increase from \$120,000 in 2008 to \$260,000 in 2009.

Upon completion of the initial study, the City further engaged DESMAN to provide information and guidance regarding the practicality and cost of acquiring new parking technologies aimed at reducing system operating costs, improving service levels and providing better accounting of revenues generated.

### A | SUMMARY OF QUALIFICATIONS

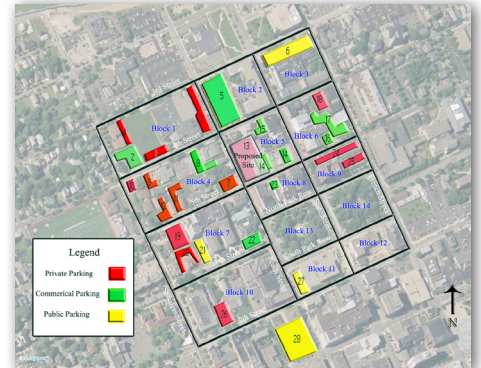
#### CITY OF ERIE DOWNTOWN PARKING STUDY

Erie, PA

DESMAN was retained by the Erie Parking Authority to perform a parking demand and feasibility analysis which analyzed the need for a parking garage at the site of 5th and Peach Street in Downtown Erie, Pennsylvania. Existing inventory and occupancy counts were collected in the Downtown area during the afternoon and evening during a peak and off-peak month. The collection of occupancy data during a peak and off-peak month allowed DESMAN to determine the effects Gannon University was having on the demand for parking in the Downtown area. The occupancy data was also organized by private, commercial, and public parkers. This provided DESMAN with an understanding of which user demands were not being satisfied.

Future developments including the expansion of the Erie Art Institute, new commercial space, and the expansion of various institutions were analyzed to determine the future parking demand. The existing businesses and institutions in the study area were also analyzed to determine any existing unmet parking demand and possible need for future parking which could be met by the proposed garage.

Existing on-street and off-street parking rates were reviewed. A fair market daily and monthly parking rate was suggested based on existing rates in the study area. A multi-year debt service and cash flow analysis for the Erie Parking Authority was conducted. In formulating estimates of the operating expense for the garage, DESMAN took into consideration the EPA's current annual costs to operate its other parking facilities both off-street and on-street.



#### COMPREHENSIVE REVIEW & ANALYSIS OF EASTON PARKING SYSTEM

Easton, PA



DESMAN was retained jointly by the Easton Parking Authority and the City of Easton, PA to conduct a comprehensive review and analysis of the community's public parking system. The goal of the parking study was to help guide the Authority and the City in developing a strategic parking plan to maximize the value of and service provided by the parking assets to the citizens of and visitors to Easton.

The City had plans to develop an Intermodal Transportation Center/ Parking Facility which would add to the downtown parking supply and impact the financial performance of the system as a whole. Therefore, another key element of the parking study was to formulate financial projections for this new facility and for the system as a whole based upon future parking supply and demand changes and the implementation of

a series of specially selected "best industry practices" intended to enhance the financial and operational performance of the system. Lastly, the parking study includes a review and evaluation of the current operational efficiency and effectiveness of the present relationship between the Easton Parking Authority and the City of Easton relative to the stewardship of the public parking assets.

DESMAN recommended a series of operational and managerial changes intended to more effectively balance the utilization of the public parking system, improve upon the level of service the system presently offers, and general aid in making the publicly-controlled parking system function more as a complimentary element to the character, vitality and future growth of the City of Easton. The recommendations cover parking rates and fine changes, meter technology enhancements, enforcement and operating policy changes, signage wayfinding as well as site analysis preferences for the development of additional off-street parking facilities.

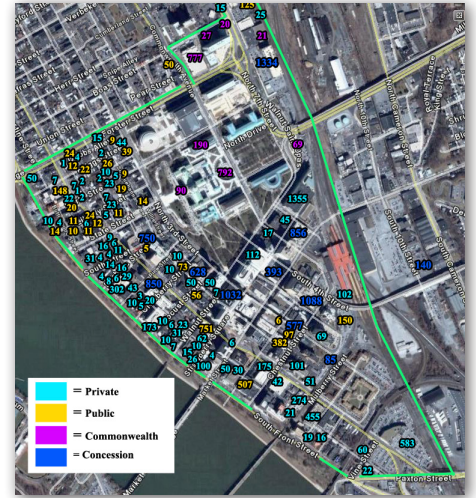


## A | SUMMARY OF QUALIFICATIONS

### PRIVATIZATION OF THE HARRISBURG ON & OFF STREET PARKING SYSTEM

Harrisburg, PA

DESMAN provided due diligence efforts and technical advisory services in support of the privatization of the 40 year lease concession for the Central Business District (CBD) public parking system in Harrisburg, Pennsylvania. The Concession parking system includes 7,733 off-street and 1,250 on-street spaces, which consists of 9 parking garages, 3 parking lots and all on-street meters in the CBD and surrounding areas. A 40 year financial model was prepared projecting the net revenue, net operating expenses, capital expenses, net operating income and the free cash flow of the Concession parking system. The analysis considered the implementation of pay-and-display meters, rate increases, future growth in parking demand, improvements to revenue collections, increased operating times, violation fees and improvements to revenue collections. In making our assumptions a review of market area conditions related to population, employment, economic factors, modes of transportation to the CBD, and fluctuations in gas prices were reported. Overall, we analyzed a multitude of factors related to parking demand, revenue growth and future expenses in developing sound financial projections. A review of the Sponsor's financial model and assumptions was also performed.



### OPERATIONAL REVIEW OF THE PITTSBURGH ON & OFF STREET PARKING SYSTEM

Pittsburgh, PA

DESMAN was retained by the Public Parking Authority of Pittsburgh (PPAP) to perform an operational review of the City of Pittsburgh Parking System. This included an analysis of the City's 6,759 metered on-street spaces, 33 metered parking lots and 12 parking garages for a total of 8,877 garage spaces and 8,535 metered spaces. Extensive field surveys were performed across the City to investigate various operational aspects of both the on-street and off-street systems. DESMAN conducted parking inventory and occupancy counts of the PPAP off-street metered lots and parking garages. To determine the PPAP's market share and level of market competitiveness, DESMAN conducted surveys of competing off-street public parking facilities within a designated area around each PPAP garage. These surveys documented: parking inventory, occupancy, hours of operation and parking rates. DESMAN also analyzed the PARCS and staffing in each of the PPAP's garages to identify inefficiencies and propose solutions, and conducted surveys of the on-street parking meters throughout the City to determine occupancy and also to determine the percentage of broken or inoperable meters. DESMAN also analyzed the effects that new meter technology and additional operating hours could have on overall revenues and customer service. Potential areas throughout the City that may benefit from new metered spaces were identified and the revenue generating potential of those meters calculated.



DESMAN analyzed the revenue enhancements of converting the single space meters to pay-and-display units based on each meter's current occupancy levels. We determined a revenue enhancement range from 3% - 5% due to the reduction in piggybacking, 0% - 7% from the elimination of broken meters and 0% - 9% due to improved geometry. From the market surveys of each PPAP off-street facility, DESMAN determined the PPAP's market share and competitiveness. Based on these surveys, DESMAN developed a parking rate structure and new operating hours that would maximize overall revenues. DESMAN also developed operating and maintenance standards for the off-street facilities, lots and on-street metered spaces. These operating and maintenance standards provide the PPAP a methodology for enhancing the overall operations, efficiencies and maintenance of the System. The goal of the operating and maintenance standards is to increase revenues and customer satisfaction, while decreasing expenses due to improper maintenance of the System.

## A | SUMMARY OF QUALIFICATIONS

### ENGINEERING REVIEWS, LUZERNE COUNTY

Luzerne County Planning Commission, Wilkes-Barre, PA



Quad3 was retained to assist the Luzerne County Planning Commission in the technical review of Subdivision and Land Development Ordinances (SALDO) submissions. Quad3 Engineers review the documents submitted to the Luzerne County Planning Commission from the seventy-seven (77) Municipalities located within Luzerne County. The reviews determine their compliance with each municipality's subdivision and land development, flood plain management and stormwater management regulations as required.



Additionally, the applications are checked to make sure all required information is provided within the application, the fee schedule is attached to match the payment and specific review categories. A report is generated and submitted to the Planning Commission for review and any additional comments.



### BOROUGH ENGINEER

Borough of Berwick, Berwick, PA

Since being selected as Borough Engineer for Berwick, we have worked on the following projects: analyzing several stormwater improvement projects, multiple land development / zoning / subdivision reviews, structural reviews of dilapidated structures, multiple enhancement projects at Test Track Park, development of grant applications for trail projects, etc. Our services also include attendance of regular monthly work sessions, Borough meetings and attendance at other nonscheduled and special meetings when requested by the Borough. Aside from the work associated with the projects listed hereinabove we are also assisting the Borough with the following services:



- Assist Borough staff with preparation of grant applications/financial services
- Inspection of work being performed in the Borough, as needed
- Prepare permit applications and assist Borough in regulatory matters
- Provide coordination with regulatory agencies on the Borough's behalf
- Assist in preparation of resolutions, ordinances, and Borough standards when required
- Provide land surveying as necessary
- Assist Borough staff in prioritizing needed improvements to Borough streets, storm sewer, bridges and parks.



## B. REFERENCES

## B | REFERENCES

DESMAN has built its reputation upon a foundation of successfully completed projects. More than 95% of our business is with repeat clients or referrals. We could not enjoy this level of success without our successful previous collaborations. We encourage you to contract our references listed below.

**MR. DAVID G. ONORATO, CAPP**

Executive Director

**Public Parking Authority of Pittsburgh**

232 Boulevard of the Allies

Pittsburgh, PA 15222

P. 412.560.2511

donorato@pittsburghparking.com



**MR. KITTRELL BARNES**

Department of Revenue, Financial Analyst

**City of York**

101 South George Street

York, PA 17405

P. 717.849.2321

kbarnes@yorkcity.com



**MR. KEVIN LIVINGSTON**

Executive Director

**Bethlehem Parking Authority**

85 W. North Street

Bethlehem, PA 18018

P. 610.865.7123 ext. 32

kevin@bethpark.org



**Bethlehem Parking Authority**

**Established in 1988**





## C. PROPOSED PROJECT TEAM

## C | PROPOSED PROJECT TEAM

DESMAN is confident that we have assembled the strongest team for this important assignment which collectively has a tremendous amount of knowledge of, and experience working with, small, medium and large cities throughout the country and, in particular, with “Third Class Cities” in the Pennsylvania Commonwealth. If selected for this engagement, DESMAN Inc. will serve as the prime contractor entity with the City of Reading. Gregory Shumate, who is trained urban planner with previous municipal economic development and parking operations experience and 25 years of parking consulting experience.

Mr. Shumate will lead DESMAN’s group of similarly qualified and experienced senior parking consultants and support staff, as well as the subject experts from three other independent consultancies that have agreed to be subcontractors to DESMAN for this engagement. These subcontractors include:



Quad3 is a Wilkes-Barre based, architectural, engineering and environmental consultancy that will be specifically tasked with assisting DESMAN in reviewing and formulation policy, regulatory and programmatic recommendations related to land development, zoning, stormwater management and code compliance matters related to and perhaps impacting parking as referenced in the RFP.



Dronegenuity, is a drone flight service and training concern capable of producing aerial photos, video and conducting site and building inspection services that will support DESMAN in its effort to document and assess the prevailing parking activity levels in various parts of the community as referenced in the RFP.

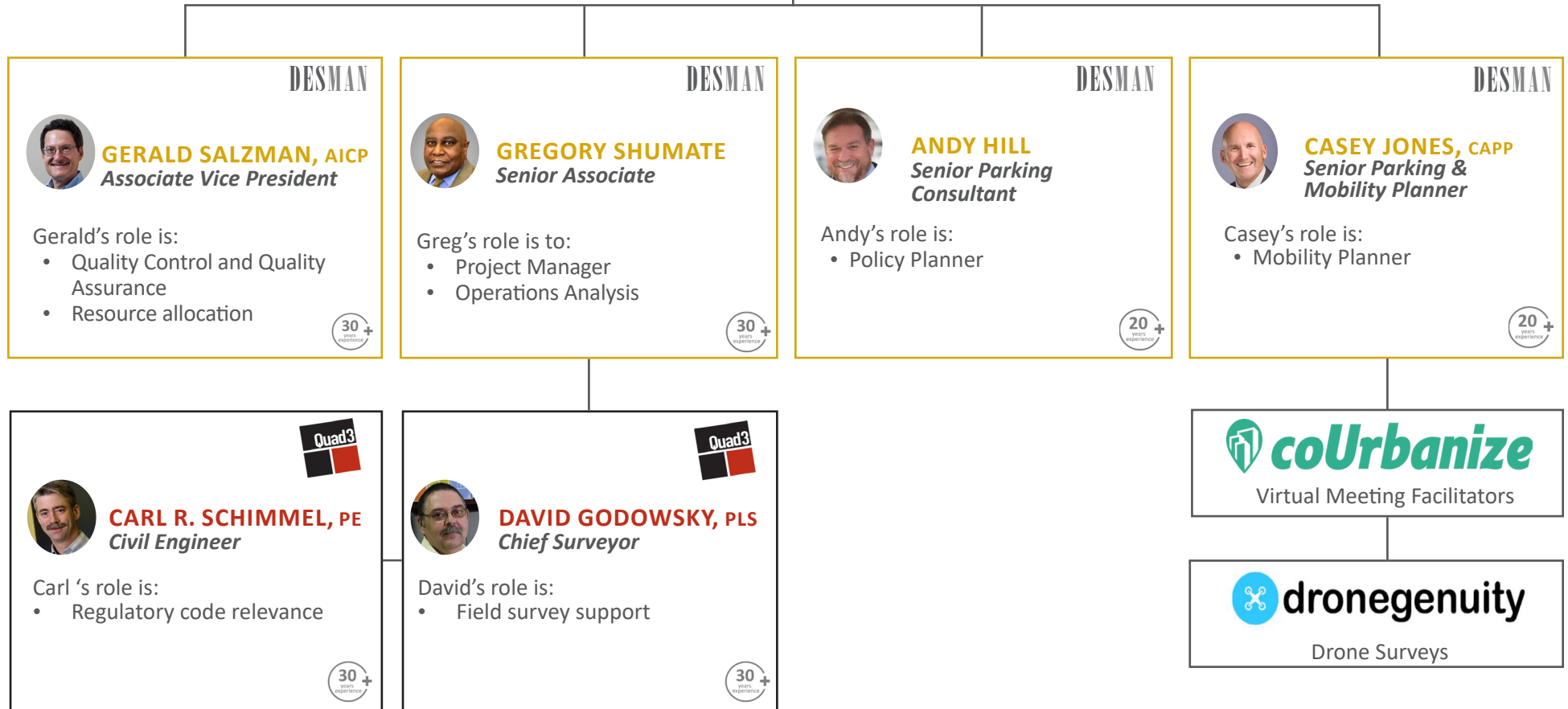


coUrbanization, is a Cambridge, MA based cyber consultancy that will support DESMAN in its effort to host four virtual public participation forums referenced in the RFP.

As a group, the DESMAN team possess all the requisite knowledge, skills, and municipal experience to successfully complete this assignment for the City of Reading. An organization chart and resumes of all the key team members are provided on the following pages.



## C | PROPOSED PROJECT TEAM





## GERALD SALZMAN, AICP

Associate Vice President

Mr. Salzman has been conducting multimodal traffic and parking studies at consulting firms for more than 40 years. He brings vast experience in planning effective traffic and parking systems for cities, suburbs, industrial corridors, mixed-use developments, hospital, medical center campuses, colleges and universities across the country. He has successfully negotiated access, circulation, and parking plans for projects in large cities, small towns, and major metropolitan suburbs, providing plans that meet the development's needs for access and parking while protecting residential streets. Some of Mr. Salzman's past projects include:

**Total Years of Experience**  
41

**Years with DESMAN**  
18

**Education**  
Master of Urban Planning,  
Transportation, Texas A&M  
University, 1979

Master of Arts, Urban History,  
University of Houston, 1975

Bachelor of Arts, Economic  
History, University of  
Rochester, 1973

**Active Registrations**  
Registered Planner, American  
Institute of Certified Planners  
(AICP)

**Affiliations**  
Member, International Parking  
& Mobility Institute (IPMI)

Fellow, Institute of  
Transportation Engineers (ITE)

**Project Assignment**  
**Principal - in - Charge/  
Quality Control**

### MASTER PARKING PLAN

#### *West Chester, PA*

Working with PFM, the City's financial advisor, DESMAN analyzed the operations of the City of Norfolk's Parking system. For each of the components of the parking system, off-street structures, surface lots, and on-street meters, we developed a summary of the physical and financial state of the existing facilities, their place in the competitive market and the long-term trends. The analysis was based on both historical data obtained from the City and other stakeholders as well as field data obtained by DESMAN. The field data provided a secondary validation of the existing data for use by the City and its financial advisors. The Parking System consists of 15 garages and 9 surface lots containing over 19,000 spaces, as well as over 500 on-street metered parking spaces.



### OPERATIONAL REVIEW OF THE PITTSBURGH ON & OFF-STREET PARKING SYSTEM

#### *Public Parking Authority of Pittsburgh, PA*

DESMAN was retained by the Public Parking Authority of Pittsburgh (PPAP) to perform an operational review of the City of Pittsburgh Parking System. This included an analysis of the City's 6,759 metered on-street spaces, 33 metered parking lots and 12 parking garages for a total of 8,877 garage spaces and 8,535 metered spaces. Extensive field surveys were performed across the City to investigate various operational aspects of both the on-street and off-street systems. DESMAN conducted parking inventory and occupancy counts of the PPAP off-street metered lots and parking garages.



### PARCS ENHANCEMENT PLAN & PROCUREMENT CONSULTING SCRANTON PUBLIC PARKING SYSTEM

#### *Scranton, PA*

In 2016, DESMAN was retained by ABM Parking Services to plan for and procure leading edge Parking Access and Revenue Control (PARCS) technology to replace the existing parking equipment installed in six public garages in downtown Scranton PA. DESMAN's scope of work for the engagement involved assessing the existing conditions and operational demands of each parking facility, finalizing a proposed plan of operations for each individual garage and for the entire system of facilities that satisfied the client's needs and expectations.





## GREGORY SHUMATE

Senior Parking Consultant

Greg is a Senior Associate with DESMAN and has over 20 years of professional experience as a public administrator in urban planning, economic development and enterprise management. As Parking Commissioner for the City of Cleveland, Mr. Shumate was the chief operations administrator for the City's entire on and off-street parking system consisting of 16,450 spaces. While at DESMAN, Greg has authored a broad range of parking studies and planning projects for parking authorities and airports across the nation. Greg's airport experience, leadership and dedication are unparalleled and will prove to be a valued asset to the entire design team.

**Total Years of Experience**  
41

**Years at DESMAN**  
23

**Education**  
University of Cincinnati  
Cincinnati, OH  
B.A., Urban Planning  
& Design

**Affiliations**  
International Parking &  
Mobility Institute

International Parking &  
Mobility Institute- CAPP  
Certification

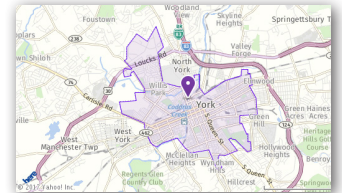
American Planning  
Association

**Project Assignment**  
**Project Manager - Main**  
**Point of Contact**  
**Operational Analyst**

### DOWNTOWN YORK PARKING PLAN

#### York, PA

The City of York, PA retained DESMAN to undertake a comprehensive assessment of the City's municipal parking system, with the goal of producing a parking system master plan for the off-street parking garages and surface lots, as well as the on-street parking meters. The scope of the assessment covered the physical condition, utilization and general adequacy of the supply of parking presently available to serve the downtown area and the surrounding neighborhoods. The efficiency and effectiveness of parking enforcement, property maintenance, revenue collection, and the overall management of the City's parking program were also examined as part of the assessment



### COMPREHENSIVE REVIEW & ANALYSIS OF THE EASTON PARKING SYSTEM

#### Easton, PA

DESMAN was retained jointly by the Easton Parking Authority and the City of Easton, PA to conduct a comprehensive review and analysis of the community's public parking system. The goal of the parking study was to help guide the Authority and the City in developing a strategic parking plan to maximize the value of and service provided by the parking assets to the citizens of and visitors to Easton. DESMAN recommended a series of operational and managerial changes intended to more effectively balance the utilization of the public parking system, improve upon the level of service the system presently offers, and general aid in making the publically-controlled parking system function more as a complimentary element to the character, vitality and future growth of the City of Easton.



### OPERATIONAL REVIEW OF THE PITTSBURGH ON & OFF-STREET PARKING SYSTEM

#### Public Parking Authority of Pittsburgh, PA

DESMAN was retained by the Public Parking Authority of Pittsburgh (PPAP) to perform an operational review of the City of Pittsburgh Parking System. This included an analysis of the City's 6,759 metered on-street spaces, 33 metered parking lots and 12 parking garages for a total of 8,877 garage spaces and 8,535 metered spaces. Extensive field surveys were performed across the City to investigate various operational aspects of both the on-street and off-street systems. DESMAN conducted parking inventory and occupancy counts of the PPAP off-street metered lots and parking garages.







## ANDY HILL

Senior Associate | Senior Parking Consultant

Mr. Hill comes to DESMAN with a background in both parking operations and consulting.

As the Director of Special Projects for a regional parking operator based in Boston, Mr. Hill's duties included developing operating, staffing and budget plans for new accounts; selecting, purchasing and overseeing installation of PARCS equipment; designing revenue control, accounting and reporting procedures; and providing independent audits of the various accounts.

Prior to this, Mr. Hill spent over a decade with another nationally recognized parking consulting firm. During this period, Mr. Hill completed over 150 studies for a wide variety of clients including municipalities, casinos, airports, healthcare institutions, colleges and universities, convention centers, arenas, private developers, public authorities, architects, investment and equity funds, law firms, and real estate management firms.

**Total Years of Experience**  
22

**Years with DESMAN**  
9

**Education**  
Miami University  
B.A., English  
B.S., Business

San Diego City College  
A.A., General Studies

**Previous Experience**  
VPNE Parking Solutions LLC,  
Director of Special Projects

Walker Parking Consultants  
(Boston), Senior Consultant

Walker Parking Consultants  
(Indianapolis), Project  
Manager, Planner/Analyst

**Affiliations**  
New England Parking Council -  
Current President

National Parking Association

International Downtown  
Association

**Project Assignment**  
**Policy Planner**

## NORFOLK 2010 MASTER PLAN

### Norfolk, VA

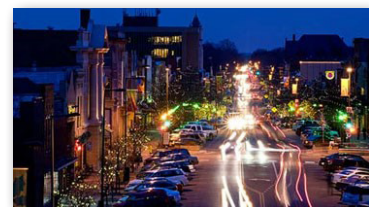
Working with PFM, the City's financial advisor, DESMAN analyzed the operations of the City of Norfolk's Parking system. For each of the components of the parking system, off-street structures, surface lots, and on-street meters, we developed a summary of the physical and financial state of the existing facilities, their place in the competitive market and the long-term trends. The analysis was based on both historical data obtained from the City and other stakeholders as well as field data obtained by DESMAN. The field data provided a secondary validation of the existing data for use by the City and its financial advisors. The Parking System consists of 15 garages and 9 surface lots containing over 19,000 spaces, as well as over 500 on-street metered parking spaces.



## CITY OF LAWRENCE DOWNTOWN PARKING 10-YEAR OPERATIONS AND DEVELOPMENT PLAN

### Lawrence, KS

The key goals of the study were to document the existing and projected demand for parking in the downtown area, identify parking pressure in the residential neighborhoods adjacent to downtown and the university, review the City's parking and enforcement operations, engage a variety of stakeholders, and develop a sustainable plan to provide adequate parking for all user groups, upgrade technology, and accommodate long-term growth in the City.





**Total Years of Experience**  
24

**Years with DESMAN**  
1

**Education**  
Eastern Washington  
University, Master of Public  
Administration

University of Baltimore,  
Bachelor of Political Science

**Professional Credentials**  
Certified Administrator of  
Public Parking (CAPP)

Accredited Parking Certified  
Parksmart Assessor

**Affiliations**  
Texas Parking and  
Transportation Association  
International Parking &  
Mobility Institute  
Pacific Intermountain  
Parking & Transportation  
Association  
California Public Parking  
Association  
Southwest Parking and  
Transportation Association  
Campus Parking &  
Transportation Association

**Project Assignment**  
**Mobility Planner**

## CASEY JONES, CAPP, PARKSMART, MPA

Senior Parking & Mobility Planner

Casey is a recognized transportation and parking industry leader with over 24 years industry experience overseeing several municipal and higher education parking and transportation programs. Casey has spent the past thirteen years providing consulting and project management services to public sector clients including cities, universities and hospitals focusing on improving customer satisfaction, operational effectiveness and financial performance. His public and private sector operational experience complement his strong project management skills and experience. Casey is a certified administrator of public parking; he serves on the board of the Accredited Parking Organization and he is a certified Parksmart Advisor. Casey co-authored Sustainable Parking Design & Management: A Practitioner's Handbook (International Parking Institute, 2014) where he focused on accommodating multiple modes of travel in parking facility design and operation.

## CITY OF PITTSBURGH, PA

Pittsburgh, PA

In the summer of 2018, Casey Jones\* served as project manager for the City of Pittsburgh Downtown Parking Study. This study focused on providing four main deliverables: 1) Utilization and Supply and Demand Analysis – Parking space utilization and parking demand in the downtown and adjacent areas. 2) Best Practices Strategic and Operational Recommendations – Consultants prepared operational, policy and funding recommendations along with proposed strategy phasing and program performance measures. 3) P3 Considerations – The City & Authority sought guidance regarding potential public private partnerships that may further its strategic goals. 4) Community Engagement – Consultants engaged stakeholders and stakeholder groups of the City & Authority's choosing to collect input and feedback regarding parking, access, and mobility goals, challenges and experiences. *\*In Association (Tim Haahs)*



## UNIVERSITY DISTRICT

Spokane, WA

In the spring of 2020, DESMAN was selected to provide a shared-use analysis for a large, mixed use district in Spokane, Washington comprised of commercial, residential, educational and health care services. DESMAN initiated the project with a community forum to discuss parking and transportation issues then modeled various development scenarios to estimate the parking demand needed for the next five years. The project also included evaluating alternative transportation improvement impacts on parking demand and development of parking management guiding principles to help the district advocate for appropriate parking and transportation policies and programs.



## SMART PARK

Portland, OR

Casey Jones served as the general manager of the City of Portland, Oregon's public off-street parking system known as SmartPark. At the time, the system consisted of seven parking facilities accounting for nearly 4,000 parking spaces. Casey was responsible for overseeing all aspects of the system including selection of private operators, revenue control equipment and capital improvement programming. Under Casey's direction, the SmartPark system successfully integrated transportation demand management measures to reduce peak occupancy and improve customer satisfaction.





**CARL R. SCHIMMEL, PE**  
Civil Engineer

Mr. Schimmel possesses extensive experience in site development, hydraulic analyses, stormwater management, erosion and sedimentation control and roadway design. Mr. Schimmel's background also encompasses sanitary engineering, surveying, structural analysis and design.

**Total Years of Experience**  
31

#### Education

Bachelor of Science,  
Structural Design  
and Construction  
Engineering Technology,  
Penn State University

Associate, Surveying  
Technology,  
Penn State University

#### Professional Credentials

Registered Professional  
Engineer in Pennsylvania  
(PE044834E)

Registered Professional  
Engineer in Maryland  
(27201)

#### Affiliations

Member of the  
Pennsylvania

Society of Professional  
Engineers

Member of the National  
Society of Professional  
Engineers

**Project Assignment**  
**Code Reviewer**

#### Luzerne County Engineering, Wilkes-Barre, PA

Consulting Engineering Services, Engineering Review

#### Penn East Pipeline Company, LLC, Wyomissing, PA

Land Development for Natural Gas Interconnection Facilities, Wyoming, Auburn, Leidy and Springville

#### Borough of Berwick, Berwick, PA

- Stormwater Improvements, Steel Street
- MS4 Mapping, Application and Permitting
- Subdivision and Land Development, Marr Development, Mulberry Street
- Stormwater Investigations, Alley and Techniserv
- Preliminary / Final Land Development Plan Reviews
- Riverfront Trail, Phase II
- General Engineering Services

#### Pocono International Raceway, Inc., Long Pond, PA

Parking Area Stormwater Analysis

#### Dallas Borough, Dallas, PA

- Reservoir Road Culvert / Bridge Replacement
- Rice & Ridge Street Stormwater Improvements
- Weiss Market Friendly's Demolition / Zoning Permit
- Wellington Avenue, Stormwater Improvements
- General Engineering Services

#### UMH Properties, Inc., Morgantown, WV

Roadway and Stormwater Improvements, Brookside and Strawberry Lane, North Center Township, PA

- Stormwater Improvements, Maple Manor, North Center Township, PA

#### UGI Power Generation, Hunlock Creek, PA

- NPDES Stormwater Permit / Erosion & Sedimentation Pollution Control, Hunlock Creek, PA
- Land Development, Maintenance and Office Building, Hunlock Creek, PA

#### Polk Township, Kresgeville, PA

- Stormwater Conveyance Facilities Upgrade
- Burger Hollow Road Drainage Pipe





## DAVID GODOWSKY, PLS

Chief Surveyor

Mr. Godowsky has extensive experience with large scale projects with critical time schedules. Mr. Godowsky is knowledgeable in boundary law. His background includes field surveys and mapping, data reduction, courthouse research and preparation of plans and deed descriptions necessary for planning, design, and field stakeout of subdivisions and structures. Dave is proficient in surveying hardware with computer interfacing.

**Total Years of Experience**  
36

**Education**  
Associate Degree - Survey  
Technology,  
Penn State University

**Additional Studies:** Wilkes  
University and  
Penn State University

**Professional Credentials**  
Professional Land  
Surveyor in Pennsylvania  
(SU040396E)

**Affiliations**  
Member of the  
Pennsylvania Society of  
Land Surveyors

Member of the National  
Society of Professional  
Surveyors

**Project Assignment**  
**Field Surveyor**

### Dallas Borough, Dallas, PA

- Retaining Wall at Terrace Street
- Reservoir Road Culvert Replacement
- Downtown Master Plan
- Stormwater Improvements, Wellington Avenue
- Rice & Ridge Streets Improvements

### Luzerne County Flood Protection Authority, Wilkes-Barre, PA

- Levee Monument Survey
- Levee Pipe Penetration Study (11.7 Miles / 10 Municipalities)
- Parking Lot Demolition, Edwardsville, PA
- Topographic and Boundary Survey, Off Market Street, Kingston, PA

### UGI Energy Services, Inc., Wyomissing, PA

- ALTA / NSPS Land Title Survey, Hunlock Station
- Land Development, Warehouse Modifications, Hunlock Creek, PA
- 24" 27-Mile Natural Gas Pipeline, Wyoming and Luzerne County, PA
- Propane Air Peeking Facilities, Hunlock Creek Plant
- Mt. Olivet Cemetery, Minor Subdivision

### Berwick Borough, Berwick, PA

- Steel Street Drainage
- Alley Stormwater Investigation
- Lilo Sidewalk Permit
- Water Service Modification
- Survey and Design New Inlets, Good Avenue
- MS4 Application, Mapping and Permitting

### May Brands, LLC., Dallas, PA

- Land Development for Dunkin Donuts, Bridgewater Township, Montrose, PA
- Preliminary Layout, Dunkin Donuts, Keyser Ave & Waverly, Scranton, PA

### Monarch Development Group, LLC, Mechanicsburg, PA

Land Development, Steeple View Apartment, Pittston, PA

### Northpoint Development, Riverside, MO

- Land Development, Hanover Lot 9 Rezoning
- ALTA / NSPS Survey, Hanover 9 Site - Lots 1-4
- Lot 9 Subdivision, Earth Conservancy Parcels



## D. MUNICIPAL EXPERIENCE OF TEAM MEMBERS

## D | MUNICIPAL TEAM MEMBER EXPERIENCE

### DESMAN EXPERIENCE IN READING, PA

Penn Street On-Street Parking Study (in progress)

Reading, PA

Garage Restoration/ Repair Plans

Reading, PA

Parking Facility Concept Planning

Reading, PA

### MUNICIPAL EXPERIENCE

All of DESMAN's core project team members have vast municipal project experience, including many studies in the state of Pennsylvania. A representative list of local municipal studies conducted by DESMAN can be found below.

### REPRESENTATIVE LIST OF OTHER MUNICIPAL STUDIES

Southside Downtown Core Feasibility Study

Bethlehem, PA

Downtown Carlisle Parking Study

Carlisle, PA

Glenside Station Area Feasibility Study

Cheltenham Township, PA

City of Easton Parking System Study

Easton, PA

Privatization of the Harrisburg Parking System, 2008, 2010, 2013

Harrisburg, PA

Downtown Harrisburg Parking Study

Harrisburg, PA

Jenkintown Station Upgrade & Parking Feasibility Study

Jenkintown, PA

Southeastern Pennsylvania Transit Authority/Ardmore

Lower Merion Township, PA

Meadville Downtown Parking Study

Meadville, PA

Downtown Scranton Parking Demand and Market Feasibility

Scranton, PA

City of Williamsport

Williamsport, PA

Operational Review of Pittsburgh's Parking System

Pittsburgh, PA

Pittsburgh Meter Technology Upgrade Study

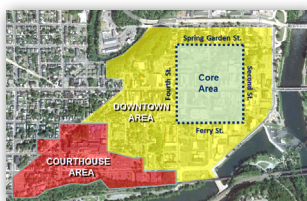
Pittsburgh, PA

Urban Redevelopment Feasibility Studies

Pittsburgh, PA

Downtown York Study

York, PA



### ASSET CONDITION ASSESSMENT EXPERIENCE

If necessary, DESMAN's proposed project team will be assisted by professionals from our robust Restoration Group, including **Edward A. DeTullo** has immense experience with asset condition assessments. **It should be noted that he has completed condition assessments of the Reading Parking Authority Garages in 2016.** Additional project experience can be found on our team member's individual resumes to follow.



## EDWARD DETULLIO, PE

Structural Engineer

Mr. DeTullio has twenty years of professional experience as a Structural Engineer. The majority of his experience relates to the design and construction of structural engineering projects. His duties have included inspections, report writing, computerized structural analysis and design, generation of construction documents, cost estimates, scheduling, and construction administration. All projects Mr. DeTullio has worked on involved close relations with owners and contractors.

### Some of Mr. DeTullio's projects include:

**Total Years of Experience**  
23

**Years with DESMAN**  
19

**Education**  
Cleveland State University  
Cleveland, Ohio  
Bachelor of Civil Engineering

**Active Registrations**  
Ohio

**Project Assignment**  
**Condition Assessment**  
**Engineer**

- **Reading Parking Authority Garages, Reading, PA**
- Linden Street Parking Garage, NDC, Scranton, PA
- Exton Square Mall East and West Parking Garages, PREIT, Exton, PA
- Ramp B, Erie Parking Authority, Erie, PA
- Ramp D, Erie Parking Authority, Erie, PA
- Ramp K1, Erie Parking Authority, Erie, PA
- Ramp M1, Erie Parking Authority, Erie, PA
- Ramp Q, Erie Parking Authority, Erie, PA
- Fort Duquesne & Sixth Parking Garage, Pittsburgh Parking Authority, Pittsburgh, PA
- Third Avenue Parking Garage, Pittsburgh Parking Authority, Pittsburgh, PA
- Smithfield Liberty Parking Garage, Pittsburgh Parking Authority, Pittsburgh, PA
- Ninth & Penn Parking Garage, Pittsburgh Parking Authority, Pittsburgh, PA
- First Avenue Parking Garage, Pittsburgh Parking Authority, Pittsburgh, PA
- Boulevard of the Allies Parking Garage, InterPark, Pittsburgh, PA
- Forbes Avenue Parking Garage, InterPark, Pittsburgh, PA
- Stanwix Street Parking Garage, InterPark, Pittsburgh, PA
- Short Term Parking Garage, Pittsburgh Airport, Pittsburgh, PA
- Presby Parking Garage, UPMC, Pittsburgh, PA
- Western Psych Parking Garage, UPMC, Pittsburgh, PA
- Harborview Parking Garage, Gannon University, Erie, PA
- East Campus Parking Garage, Carnegie Mellon University, Pittsburgh, PA
- Erie VA Medical Center Parking Garage, Dept. of Veterans Affairs, Erie, PA
- Eastern Market Parking Garage, City of Detroit, Detroit, MI
- Schrank Hall Parking Garage, University of Akron, Akron, OH
- Seneca Niagara Casino Parking Garage, Niagara Falls, NY
- Seneca Niagara Casino Plaza and Bridge, Niagara Falls, NY
- Seneca Allegany Casino Parking Garage, Salamanca, NY
- Cuyahoga Community College Plaza, Main Campus, Cleveland, OH
- Main Campus and College of Business Parking Garages, Eastern Michigan University, Ypsilanti, MI
- Huntington Parking Garage, Cleveland, OH
- Tower City Parking Garages, Forest City, Cleveland, OH
- Northwest Entry Plaza, Nationwide, Columbus, OH
- Celebrezze Plaza, General Services Administration, Cleveland, OH



## E. SUB-CONSULTANTS

## E | SUB-CONSULTANTS



### Quad3 Group Inc.

Quad3 Group, Inc. is a professional design firm with offices located in Wilkes-Barre and Pittsburgh, Pennsylvania which has provided engineering, architectural and environmental consulting services since its founding in 1967.

While the Quad3 firm offers an array professional services Quad3's track record working in an official capacity with municipal and county planning and development agencies adds to our team's experience. They have extensive experience to both reviewing and advancing local code compliance for large and small land, building and stormwater development projects. This firm's work as third party independent regulatory code reviewer for the Luzerne County Planning Commission, in particular, (i.e., as referenced in the qualifications section of this proposal) makes it ideally suited to undertake the following scope of work items referenced in the Reading RFP.

## C. Evaluation of Current Parking Policies

**C1. Land Development and Zoning Code Regulatory Review** – The Quad3 team will review existing district specific requirements and variances granted by Zone. The firm will then review additional requirements enforced under the Land Development Ordinance and how they currently apply or fit the existing parking resources. This approach will allow Quad3 to assess the future regulation amendments or needs.

**C2. Stormwater Management ordinances and practices** - The Quad3 team's first step will be to review and understand all current stormwater management ordinances and their proposed applications. Quad3 has been actively developing stormwater ordinances for Pennsylvania Municipalities for over ten years. The firm will review current requirements for stormwater, including but not limited to Act 167, any special stream drainage area regulations, NPDES MS4 Stormwater Pollution Reduction Plans (as applicable). In addition, the firm will review existing stormwater design or applications that specifically impact the design and development parking sites and projects.

**C4) Deed Restrictions that adversely Impact or limit the use of Private Parking by off-site customers-** The Quad3 team will review any cases involving known deed restrictions on private parking facilities being utilized within the study areas and offer potential policy responses that could address the problems created by such restrictions.

**C8) Other City Codes, ordinances, policies, procedures or incentives that affect the access, use, design and development of parking facilities** – The Quad3 team will work with the City Planning department and Zoning Code Compliance agency to identify and evaluate other regulatory statutes, policies and procedures that adversely impact the supply, usage, development, access and provision of parking.

Quad3's study findings will be summarized and a preliminary series of best practice recommendations will be generated and then be reviewed and, if warranted, refined by DESMAN before they are passed on the City for consideration and approval for inclusion into the Comprehensive Parking Plan document.



## E | SUB-CONSULTANTS



Dronegenuity will provide leading edge drone units and qualified drone pilots to capture aerial photographic images of the subject study areas and traffic arterials traversing the city limits. The series of individual picture images will then be patched together to create one large image of each study area and traffic arterial where on-street parking is permitted, which DESMAN will use to identify and quantify weekday and weekend peak period parking activity levels. This aerial survey methodology has proven to be particularly effective in terms of the quality and expediency of collecting such parking data across large areas during the seasonal periods when trees are without leaves as will be the case for this project which is expected to commence in the first quarter of this year.



DESMAN will work closely with Dronegenuity to define the boundaries of parking study areas and traffic arterials to be captured and the drone flight time schedules in each study area. Additionally, a DESMAN led ground-based field survey team will complete drive-by observations of parking activity levels in the high demand areas within each study area.



The traditional approach for conducting community outreach relies heavily on in-person meetings that often fail to engage a broad, representative population. In-person engagement is particularly challenging these days due to the ongoing Covid-19 pandemic.

DESMAN has teamed with coUrbanize to assist and support our plan to inform and engage with the local stakeholders and constituencies of the Reading community via a uniquely customized subject specific online media platform. Together, we will provide online resources to educate the public, reach a broader, more inclusive audience digitally, and gather representative input through a scalable, controlled outreach process.

With coUrbanize, the project team will be able to drive attendance to virtual neighborhood meetings and share video recordings and presentations with community members and decision-makers.

Some of the key features and capabilities of coUrbanize's online platform are summarized below:

- Customized Platform that will showcase the latest project information and plans on a flexible platform

## E | SUB-CONSULTANTS

optimized for development and planning communication.

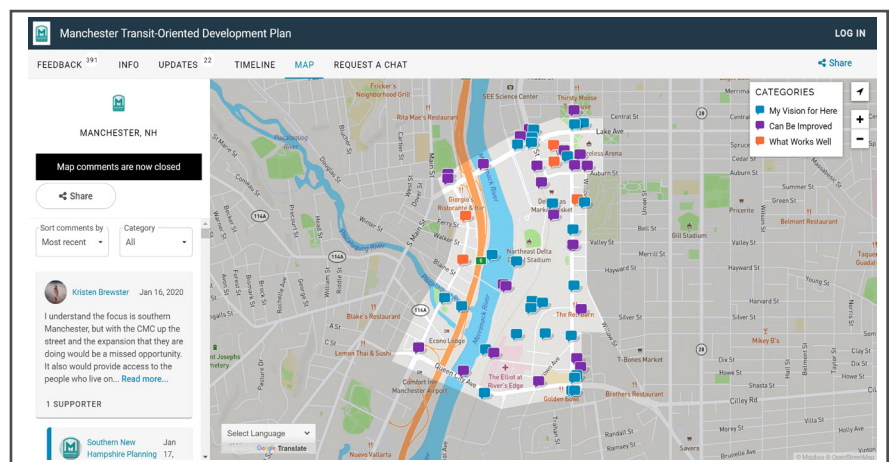
- Interactive Maps that will enable community members to comment on location-specific problem and/or opportunity areas related to the supply and management of parking.
- Project Timeline with key milestones will be accessible and the community will be updated about upcoming meetings and key decision-making.
- Virtual Website Polling Surveys of community members to profile the level of interest from various community segments, to better understand their needs and to get feedback on project details.
- Email & SMS Updates scale community outreach with email and text-message (SMS) updates automatically sent to project followers.
- Analytics & Reports to provide an at-a-glance analysis of constituent sentiment trends related to project analytics and findings.
- Comment Moderation to keep conversations constructive with real-name verification, pre-posting review of community comments and filters to prevent spam and the use of profanity.

DESMAN will rely on this virtual meeting and communication platform to stage four (4) public forums (i.e., one for each study area) intended to:

1. Inform the community about the purpose and scope of the comprehensive parking study,
2. Present our conclusions and findings regarding the assessment/inventory of parking in downtown and in the three other residential neighborhood study areas, and
3. Collect community feedback regarding the parking assessment/inventory findings for subsequent consideration in the formulation of new enlightened parking program and policies initiatives.

DESMAN has conveyed to coUrbanize that the City of Reading shall inform that it will have the option to expand and extend the virtual community outreach services provided by coUrbanize beyond the three service deliverables listed above that are specifically referenced the RFP. However, the terms and costs of for any expanded services by coUrbanize will have to be negotiated and paid for by the City, or some entity other than DESMAN.


To the right, is an example of a recently completed study conducted by coUrbanize in Manchester, NH.



For more information on this particular study and what coUrbanize has to offer visit: <https://courbanize.com/projects/manchester-tod/comaps/84?loc=15%2C42.979989497736405%2C-71.46523598581554&ordering=-created>



Percentage Breakdown of Workload (Based on Estimated Staff Hours)				
FEES	DESMAN Design Management	Quad3	dronegenuity	coUrbanize
Task A	213	72	147	0
Task B	43	0	0	50
Task C	126	64	0	0
Task D	141	30	0	0
<b>GRAND TOTAL</b>	<b>523</b>	<b>166</b>	<b>147</b>	<b>50</b>
<i>% of Total Hours</i>	<i>59%</i>	<i>19%</i>	<i>17%</i>	<i>6%</i>



## F. DISQUALIFIED STATEMENT



INNOVATION THROUGH COLLABORATION,  
SUCCESS BY DESIGN

## F | DISQUALIFICATION STATEMENT

To our knowledge, DESMAN, Quad 3 Group, Inc, coUrbanize and Droneenuity has never been removed from a project, nor been disqualified from proposing on a project.



## G. APPROACH AND SCOPE OF WORK

## G | APPROACH AND SCHEDULE FOR COMPREHENSIVE PARKING PLAN

The following is the outline of the approach the DESMAN teams will follow to complete the Comprehensive Parking Plan for the City.

### **TASK A. INVENTORY & ASSESSMENT OF PARKING DEMAND, SUPPLY AND ADMINISTRATION**

- A.1 Project Initiation
- A.2 Data/Information Collection & Review
- A.3 Field Supply Inventory & Peak Period Utilization
- A.4 Public Asset Utilization Analysis (Accumulation/Duration/Turnover)
- A.5 Prevailing Parking Demand Analysis (Land Use Based Methodology)
- A.6 Document and Assessment On-Street Parking Regulations
- A.7 Identify and Assess Impact of Planned and Proposed New Developments
- A.8 Assessment of Future Parking Needs

### **Deliverable: Technical Memorandum #1 - Existing Conditions Summary**

### **TASK B. PUBLIC PARTICIPATION**

- B.1 Schedule Public Meeting Dates
- B.2 Plan and Prepare Virtual Presentation Material on Task A Parking Inventory and Demand Assessment Findings
- B.3 Implement Advertising and Promotional Campaign and Meetings Invitations
- B.4 Host the Four Virtual Meetings
- B.5 Activate Polling Platform to Collect Participant Comments and Questions
- B.6 Collect, Analyze and Tabulate Participate Comments and Questions
- B.7 Upload Meeting Summary and Study Group Responses to Participant Questions

### **Deliverable: Technical Memorandum #2 – Summary of Virtual Public Participation Forums**

### **TASK C. EVALUATION OF CURRENT PARKING POLICIES AND PROGRAMS**

- C.1 Land Development / Zoning Regulatory Requirements Review
- C.2 Stormwater Management Ordinances & Practices Review with City Planning and Zoning
- C.3 Parking Enforcement, Pricing, Duration of Stay Regulations Review
- C.4 Investigate and Assess of Impacts of Parking Related Deed Restrictions
- C.5 Parking Asset and Wayfinding Signage System Condition Assessment
- C.6 Review Other City Codes, Ordinances, Policies, Procedures, or Incentives adversely affecting the availability, adequacy and operations Public Parking Assets.

### **Deliverable: Technical Memorandum #3 – Summary of the (SWOT) Evaluation of Existing Parking Operations, Programs and Policies**

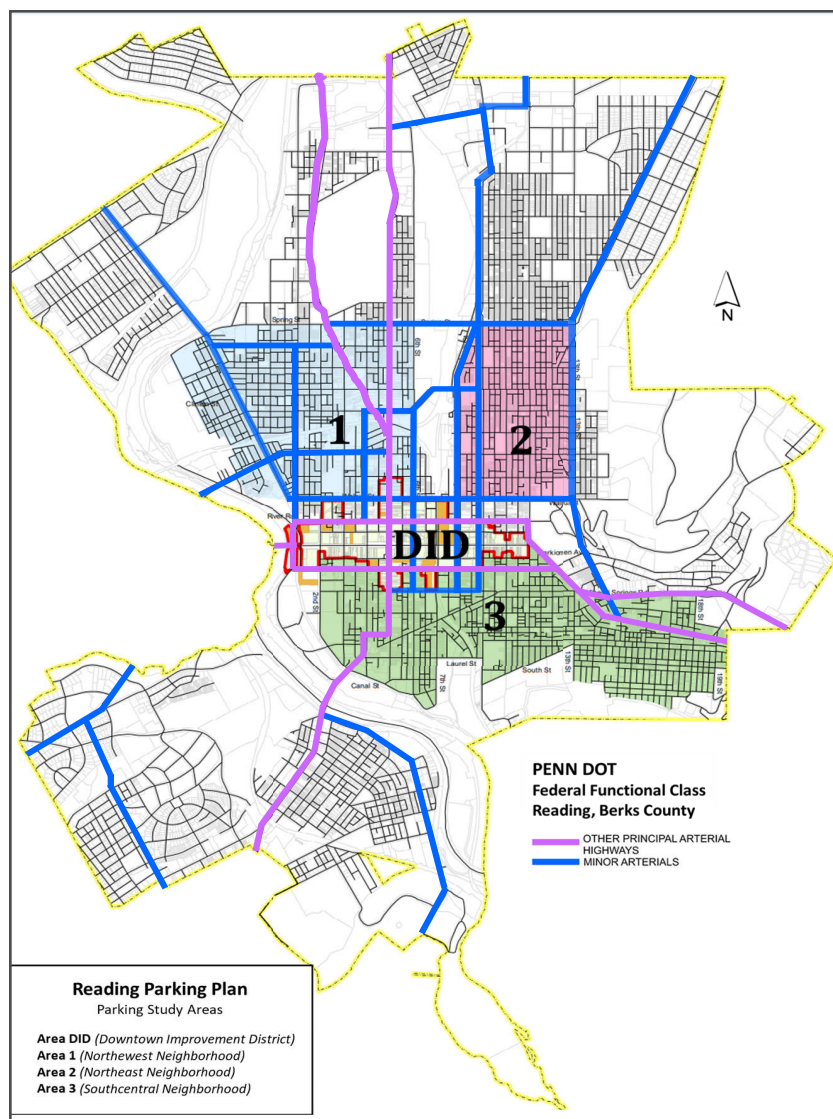
**TASK D. COMPREHENSIVE PARKING PLAN RECOMMENDATIONS AND IMPLEMENTATION STRATEGY**

- D.1 Existing Needs Summary
- D.2 Future Needs Summary
- D.3 Evaluate and Recommend Parking Rate and Fee Changes as Appropriate
- D.4 Evaluate and Recommend New or Revised Zoning/Land Development Requirements as Appropriate
- D.5 Evaluate and Recommend New or Revised Administrative, Maintenance and Enforcement Program Enhancements as Appropriate
- D.6 Evaluate and Recommend New or Revised Environmental/Sustainability Practices & Policies as Appropriate
- D.7 Prepare Comprehensive Parking Plan Implementation Tasks and Timeline

**Deliverable: PRODUCE AND PRESENT DRAFT OF COMPREHENSIVE PARKING PLAN REPORT**

**Deliverable: FINALIZE COMPREHENSIVE PARKING PLAN REPORT**

## IDENTIFICATION OF STREET ARTERIALS IN READING, PA



In absence of a specified listing of street arterials leading in and out of the City as referenced in Addendum #2 Question 4 response, DESMAN has resumed PENN DOT's existing roadway classification system definitions of "Other Arterials" noted in the PennDOT Access Management Model Ordinances for Pennsylvania Municipalities Handbook and summarized on the chart below.

DESMAN has also adopted designated arterial streets in Reading, PA as they were depicted on PENN DOT's map for Berks County, PA which can be accessed using the following web link.

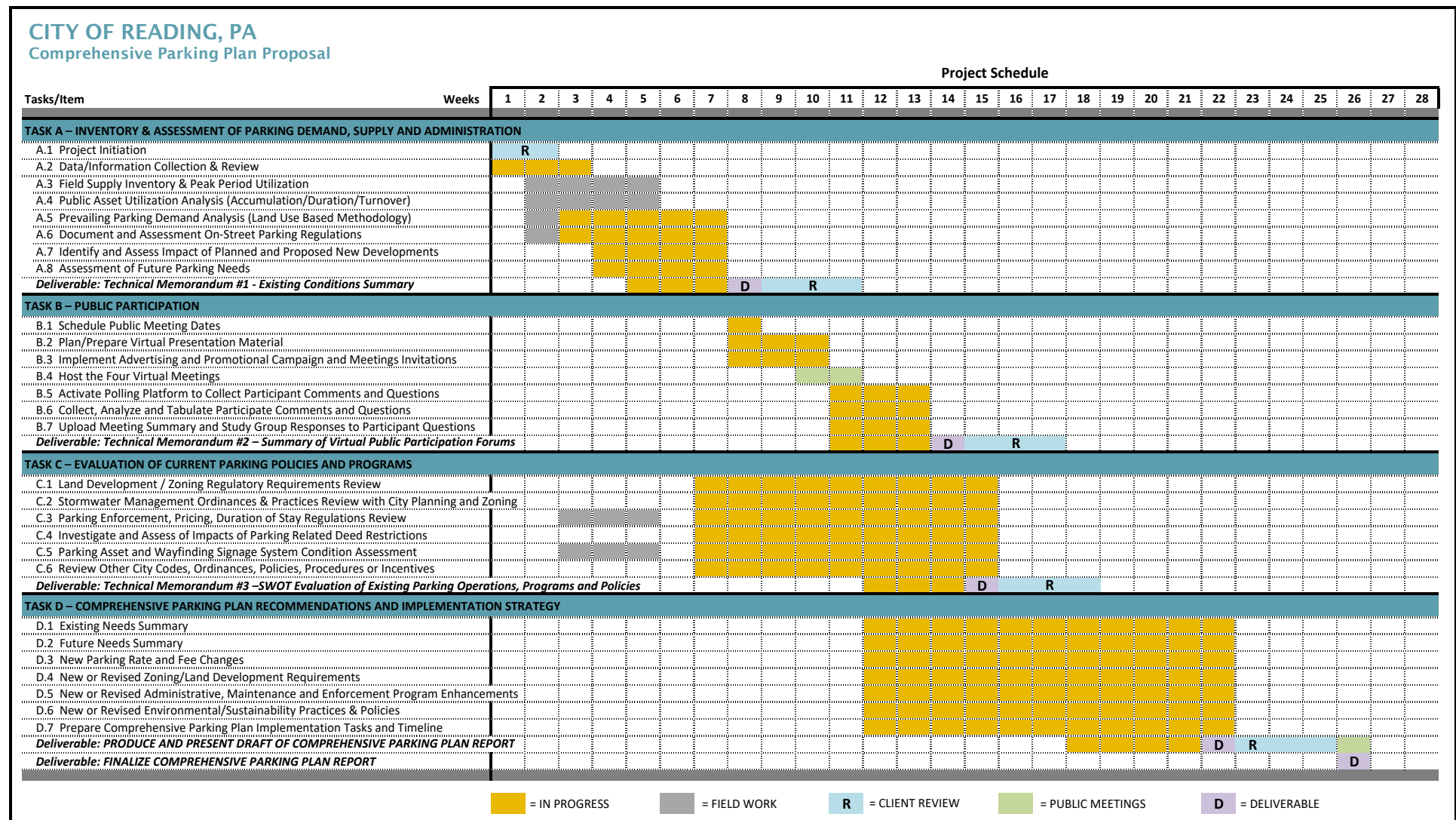
[http://gis.penndot.gov/BPR\\_PDF\\_FILES/MAPS/Traffic/Functional\\_Class/2020/September\\_2020\\_ffc\\_County\\_Berks\\_06.pdf](http://gis.penndot.gov/BPR_PDF_FILES/MAPS/Traffic/Functional_Class/2020/September_2020_ffc_County_Berks_06.pdf)

**Existing PennDOT Roadway Classification System**

Category	Name	Description
1	Interstate System	The highest classification of arterial roads and streets. They provide the highest level of mobility, at the highest speed, for long uninterrupted distances.
2	Other Arterials (Principal and Minor)	These consist of limited access freeways, multi-lane highways, and other important highways supplementing the Interstate System that connect, as directly as practicable, the nation's principal urbanized areas, cities, and industrial centers.
3	Collectors (Major and Minor)	The collectors connect local roads and streets with arterials and provide both land access service and traffic circulation within residential neighborhoods, commercial and industrial areas, and downtown city centers.
4	Local Roads	The local roads and streets provide a high level of access to abutting land but limited mobility.

Source: PennDOT Access Management Model Ordinances for Pennsylvania Municipalities Handbook

DESMAN anticipates that the final draft of the Reading Comprehensive Parking Plan should be completed six month after our team receives a contract and "Authorization to Proceed" as we have proposed.







## NON-COLLUSION AFFIDAVIT & ADDENDUM ACKNOWLEDGMENT

## NON-COLLUSION AFFIDAVIT

### NON-COLLUSION AFFIDAVIT

State of Ohio

County of Cuyahoga

Gregory Shumate, being first duly sworn, deposes and says that:

He/She is Representative of the Proposer that has (Owner, Partner, Officer, Representative or Agent) submitted the attached Proposal;

He/She is fully informed respecting the preparation and contents of the attached Proposal and of all pertinent circumstances respecting such Proposal;

Such Proposal is genuine and is not a collusive or sham Proposal;

Neither the said Proposer nor any of its officers; partners, owners, agents, representatives, employees or parties in interest, including this affiant, has in any way colluded, conspired, connived or agreed, directly or indirectly, with any other Proposer, firm or person to submit a collusive or sham Proposal in connection with the Contract for which the attached Proposal is submitted or to refrain from submitting in connection with such Contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication of conference with any other Proposer, firm or person to fix the price or prices in the attached Proposal or of any other Proposer, or to fix any overhead, profit or cost element of the Proposal price or the Proposal price of any other Proposer, or to secure through any collusion, conspiracy, connivance or unlawful agreement any advantage against the City of Reading or any person interested in the proposed Contract;

The price or prices quoted in the attached Proposal are fair and proper and are not tainted by any collusion, conspiracy, connivance or unlawful agreement on the part of the Proposer or any of its agents, representatives, owners, employees, or parties in interest, including this affiant; and,

Neither the said Proposer nor any of its officers, partners, owners, agents or parties in interest, have any interest, present or prospective, that can be reasonably construed to result in a conflict of interest between them and the City of Reading, which the Proposer will be required to perform.

I state that DESMAN INC. understands and acknowledges that the (Name of Firm) above representations are material and important, and will be relied on by the City of Reading in awarding the contract(s) for which this proposal is submitted. I understand and my firm understands that any misstatement in this affidavit is and shall be treated as fraudulent concealment from the City of Reading of the true facts relating to the submission of proposals for this contract.

RFP – Comprehensive Parking Plan 2020  
City of Reading, PA

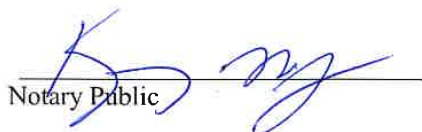


INNOVATION THROUGH COLLABORATION,  
SUCCESS BY DESIGN

NON-COLLUSION AFFIDAVIT

  
(Name and Company Position)  
Gregory A. Shumate, Senior Associate, DESMAN Inc.

SWORN TO AND SUBSCRIBED BEFORE ME THIS SEVENTH DAY OF JANUARY  
2021 State of : Ohio  
County of: Cuyahoga  
NON-COLLUSION AFFIDAVIT (City of Reading |continuation from page 17)

  
Notary Public



KIMBERLY JONES  
NOTARY PUBLIC, STATE OF OHIO  
My Commission Expires 8/28/2025

## ADDENDUM 1 ACKNOWLEDGEMENT

CERTIFICATE OF ACKNOWLEDGMENT OF RECEIPT OF ADDENDUMTHE CITY OF READINGADDENDUM NO.1RFP:

Comprehensive Parking Plan

**DUE DATE:**

January 12, 2021

3:00 P.M. Prevailing Time

## NOTICE

This addendum must be signed, attached to, and returned with your proposal to the City of Reading by the time and date indicated ABOVE:

Please be advised the name for this project was changed from Downtown Parking Study to Comprehensive Parking Plan.

I, HEREBY CERTIFY THAT THE CHANGES COVERED BY THIS ADDENDUM HAVE BEEN TAKEN INTO ACCOUNT.

Firm Name (Type or Print) DESMAN Inc.

Authorized Signature

  
Senior Associate

Title

Name (Type or Print) Gregory A. ShumateDate January 11, 2021

## ADDENDUM 2 ACKNOWLEDGEMENT

### CERTIFICATE OF ACKNOWLEDGMENT OF RECEIPT OF ADDENDUM

#### THE CITY OF READING

ADDENDUM NO.2

RFP: Comprehensive Parking Plan

DUE DATE: January 12, 2021  
3:00 P.M. Prevailing Time

#### NOTICE

This addendum must be signed, attached to, and returned with your proposal to the City of Reading by the time and date indicated ABOVE:

Q1. The City issued a similar RFP in summer 2018 and requested BAFOs for that RFP in summer 2019. Is it to be assumed that no award was made? If not, what were the conditions that led the City to not award a contract?

A1. The City did not award the previous Comprehensive Parking Study. The new incoming Administration took effect in January of 2020 and opted to evaluate other essential economic development priorities in view of the changes to the downtown landscape.

Q2. The submittal requirement found in section IV.A says that all proposals must be organized and presented in the exact order as outlined within the section. The outlined section does not include anything related to project approach or understanding. However, the consultant evaluation states that one of the evaluation criteria is "understanding of the requested work; merits of the described approach" and that the selection will be based on a combination of approach, qualifications and price. It seems as if an approach is being requested. Can you confirm where within the submittal outline should the approach be included?

A2. The approach for developing the comprehensive parking plan is imperative for the success of the study. The City requests that applicants outline the approach they will utilize for developing the plan, thereby demonstrating their understanding of the requested work. This should be included in the proposal as an additional item (g), added to the end of RFP section IV.B: Qualifications and Experience.

Q3. The study area map included in the RFP is hard to read. Could you please upload a map with higher resolution?

A3. The study map has been posted to the City website and is available at: [Document has been sent to Purchasing to be added to website; please add link when available.]

Q4. Can you please confirm that supply and demand data collection is to be conducted throughout the entire City, in all of the different study area map?

Addendum 2.  
Comprehensive Parking Plan 2021

1

## ADDENDUM 2 ACKNOWLEDGEMENT

A4. Supply and demand data collection should include the study areas shown on the study area map (see A3) as well as all arterial streets leading in and out of the City.

Q5. The submittal requirement found in section IV.A says that all proposals must be organized and presented in the exact order as outlined within the section. The outlined section does not include anything related to project approach or understanding. However, the consultant evaluation states that one of the evaluation criteria is "understanding of the requested work; merits of the described approach" and that the selection will be based on a combination of approach, qualifications and price. It seems as if an approach is being requested. Can you confirm where within the submittal outline should the approach be included?

A5. Please refer to the answer given under A2.

Q6. Tammi Reinhart, Purchasing Coordinator 815 Washington Street, Room 2-45 Reading, PA 19601 Tammi.Reinhart@readingpa.gov We would like to submit the following question: Could you please clarify what is expected for the assessment of on-street parking? The scope identifies accumulation counts and turnover for public parking facilities – which is defined as parking garages and surface parking lots. Is the accumulation and turnover analysis also intended for the on-street parking?

A6. The City is only requesting accumulation counts and turnover rates for parking garages and surface parking lots. Parking demand, both current and future, should be assessed for on and off-street parking.

Q7. Tammi Reinhart, Purchasing Coordinator 815 Washington Street, Room 2-45 Reading, PA 19601 Tammi.Reinhart@readingpa.gov We would like to submit the following questions: 1. As we read the RFP, the scope seems similar to previous proposals that we don't believe went forward. Was this due to funding issues or proposals that were beyond the anticipated budget? 2. What is the anticipated award date for this RFP?

A7. The new incoming administration in January of 2020 noticed significant changes in the landscape of downtown, including the closing of the Reading Eagle, the use of existing buildings to place CollegeTown in the downtown district, and the development of market rate apartments as well as an international student's campus. These are among the many factors that resulted in reissuing an RFP for a Comprehensive Parking Study. Selection of qualified candidate will commence shortly after receiving competitive bids.

Q8. Please confirm parking counts are only required for garage and surface parking lots and that the City is no longer requesting on-street parking accumulation counts.

A8. Confirmed: parking counts are only required for garages and surface parking lots.

Q9. Does the City require only weekday counts or weekday and weekend counts for all or portions of the study area?

**ADDENDUM 2 ACKNOWLEDGEMENT**

A9. Both weekday and weekend counts are required.

Q10. Please clarify that the Study Area is all color-shaded areas contained in the map provided as Appendix F.

A10. Yes, please refer to the link provided in A3 for a PDF of the study area map.

Q11. The current COVID-19 pandemic has impacted travel and parking activity that could result in undercounts in business/retail areas and overcounts in residential areas while people are limiting travel. The City indicates they will issue a NTP within 2 weeks of consultant selection. What is the timeframe for project completions and preferred data accumulation?

A11. Consultants will develop and provide their schedule based on the scope of work and their understanding of the tasks listed in the RFP. However, the project will be completed no later than the end of September 2021 with recommendation to City Council by October 2021.

Q12. Is electronic data collected at each public facility that could be mined to determine facility usage and duration?

A12. Any electronic data available from the Reading Parking Authority which is public will be made available for purposes of completing this study.

Q13. Can you provide a clearer version of the Appendix F study area map?

A13. Yes, please refer to the link provided in A3 for a PDF of the study area map.

Q14. Will firms presently providing consulting services to the Parking Authority and may have specific, not publicly available information be conflicted from participating in this bid?


A14. Proposals will be evaluated on the knowledge, experience and ability to deliver in timely manner.



INNOVATION THROUGH COLLABORATION,  
SUCCESS BY DESIGN

## ADDENDUM 2 ACKNOWLEDGEMENT

I, HEREBY CERTIFY THAT THE CHANGES COVERED BY THIS ADDENDUM HAVE BEEN TAKEN INTO ACCOUNT.

Firm Name (Type or Print) DESMAN Inc.  
Authorized Signature   
Title Senior Associate  
Name (Type or Print) Greory A. Shumate  
Date January 11, 2021

Addendum 2.  
Comprehensive Parking Plan 2021

4



“Our firm is set up to encourage the creative process, to share ideas and talents among all of our offices and deliver an exceptional end product to our clients. DESMAN embraces diversity and is committed to provide excellence in the design of parking facilities, rehabilitation programs for existing structures and innovative parking studies for all market sectors.

***Innovation through Collaboration, Success by Design***

Internally we strive to enrich the lives of our employees and embrace personal values. We care about serving our clients, and improving the communities in which we work. Our enduring client relationships reflect our ongoing commitment to the principles of collaboration, partnership and hard work.”



**GREGORY SHUMATE**

301 Grant Street

Suite 4300

Pittsburgh, PA 15219

[gshumate@desman.com](mailto:gshumate@desman.com)

**[www.DESMAN.com](http://www.DESMAN.com)**

**EXHIBIT “B”**  
**(Cost Proposal)**

# Cost Proposal

to provide a

## COMPREHENSIVE PARKING PLAN

CITY OF READING, PA

*In partnership with:*



Submitted January 12, 2021 by

**DESMAN**  
Design Management

301 Grant Street  
Suite 4300

Pittsburgh, PA 15219

Point of Contact - Gregory Shumate

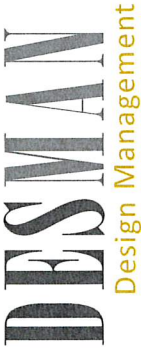
Email - [gshumate@desman.com](mailto:gshumate@desman.com)

[www.DESMAN.com](http://www.DESMAN.com)

TASK A | BUDGET AND FEE BREAKDOWN

MAN-HOUR BUDGET AND FEE BREAKDOWN CITY OF READING COMPREHENSIVE PARKING PLAN											
POSITION: PERSONNEL:	DES MAN Inc.				QUAD 3			Dronegenuty		colUrbanize	
	Associate V.P./ Principal-In-Charge Quality/Control G. Svirman	Sr. Associate/ Project Manager/ Operations Analyst G. Shumate	Senior Parking & Mobility Planner C. Jones	Senior Parking Policy Planner A. Hill	Engineer/ Field Surveyors E. Detullio	Code/Policy Specialist Name	Field Surveyors Support Staff	Drone Flight Specialist Project Manager	Community Engagement Facilitator Project Manager		
Billing Rate >>											
TASK A. INVENTORY & ASSESSMENT OF PARKING DEMAND, SUPPLY AND ADMINISTRATION											
Hours:											
A.1	Project Initiation	0	4	4	0	0	0	0	4	0	12
A.2	Data/Information Collection & Review	0	6	4	0	0	8	0	8	0	26
A.3	Field Supply Inventory & Peak Period Utilization	0	4	4	8	24	0	0	135	0	175
A.4	Public Asset Utilization Analysis (Accumulation/Duration/Turnover)	0	10	0	0	32	0	40	0	0	82
A.5	Parking Demand (Land Use Method)	0	4	8	0	12	0	8	0	0	32
A.6	On-Street Parking Regulations Assessment	0	4	4	6	8	0	12	0	0	34
A.7	Emerging Development Analysis	0	8	8	12	0	4	0	0	0	32
A.8	Assessment of Future Parking Needs	0	6	8	12	0	0	0	0	0	26
Task A. Technical Memorandum											
Total Hours		1	54	42	52	64	12	60	147	0	432
Fees:											
A.1	Project Initiation	\$0	\$680	\$680	\$0	\$0	\$0	\$0	\$340	\$0	\$1,700
A.2	Data/Information Collection & Review	\$0	\$1,020	\$680	\$0	\$0	\$1,360	\$0	\$680	\$0	\$3,740
A.3	Field Inventory	\$0	\$680	\$680	\$1,360	\$2,880	\$0	\$0	\$11,475	\$0	\$17,075
A.4	Public Asset Utilization Analysis (Accumulation/Duration/Turnover)	\$0	\$1,700	\$0	\$0	\$3,840	\$0	\$1,000	\$0	\$0	\$6,540
A.5	Parking Demand (Land Use Method)	\$0	\$680	\$1,360	\$2,040	\$0	\$0	\$200	\$0	\$0	\$4,280
A.6	On-Street Parking Regulations Assessment	\$0	\$680	\$680	\$1,020	\$960	\$0	\$300	\$0	\$0	\$3,640
A.7	Emerging Development Analysis	\$0	\$1,360	\$1,360	\$2,040	\$0	\$680	\$0	\$0	\$0	\$5,440
A.8	Assessment of Future Parking Needs	\$0	\$1,020	\$1,360	\$2,040	\$0	\$0	\$0	\$0	\$0	\$4,420
Task A. Technical Memorandum		\$180	\$1,360	\$340	\$340	\$0	\$0	\$0	\$0	\$0	\$2,220
Total Fee		\$180	\$9,180	\$7,140	\$8,840	\$7,680	\$2,040	\$1,500	\$12,495	\$0	\$49,055
TOTAL FEES FOR SERVICES = \$49,055											
REIMBURSABLE EXPENSES:											
Airfare	3	flights @	\$	500.00	/Trip =	\$	1,500.00	x billing rate	=	\$	1,500.00
Hotel	12	nights @	\$	150.00	/Night =	\$	1,800.00	x billing rate	=	\$	1,800.00
Meals	12	days @	\$	75.00	/Day =	\$	900.00	x billing rate	=	\$	900.00
Ground Transportation	4	days @	\$	100.00	/Day =	\$	400.00	x billing rate	=	\$	400.00
Phone/Fax	0	days @	\$	5.00	/Day =	\$	-	x billing rate	=	\$	-
Printing	0	drafts @	\$	5.00	/Draft =	\$	-	x billing rate	=	\$	-
Shipping	0	drafts @	\$	50.00	/Draft =	\$	-	x billing rate	=	\$	-
TOTAL REIMBURSABLE COSTS = \$4,600											
TOTAL COST OF ENGAGEMENT = \$53,655											





TASK B | BUDGET AND FEE BREAKDOWN

MAN-HOUR BUDGET AND FEE BREAKDOWN CITY OF READING COMPREHENSIVE PARKING PLAN											
POSITION: PERSONNEL:	DESMAN Inc.				QUAD 3				Dronegonuity		TOTALS
	Associate V.P./ Principal-In-Charge Quality/Control G. Salzman	Sr. Associate/ Project Manager/ Operations Analyst G. Shumate	Senior Parking & Mobility Planner C. Jones	Senior Policy Planner A. Hill	Engineer/ Field Surveyors E. Detulla	Code/Policy Specialist Name	Field Surveyors Support Staff		Drone Flight Specialist Project Manager	coUrbanize Community Engagement Facilitator Project Manager	
	\$180.00	\$170.00	\$170.00	\$170.00	\$120.00	\$170.00	\$25.00		\$85.00	\$100.00	
Billing Rate >>											
TASK B. PUBLIC PARTICIPATION											
Hours:											
B.1	Meeting Scheduling (1 Downtown and 3 Neighborhood Mtgs.)	0	1	0	0	0	0	0	0	0	1
B.2	Meeting Planning & Preparation	0	0	2	2	0	0	0	0	0	8
B.3	Meeting Promotion & Invitations	0	1	0	0	2	0	0	0	2	7
B.4	Virtual Meeting Hosting (4 Separate Meeting Dates)	0	8	4	4	0	0	0	0	0	16
B.5	Public Input & Comment Polling & Tabulations	0	2	0	0	0	0	0	0	0	34
B.6	Public Issues, Concerns, Needs & Desires Review	0	4	2	2	0	0	0	0	0	8
B.7	Summary Public Participation	0	2	0	0	0	0	0	0	12	14
Task B. Technical Memorandum		1	2	1	1	0	0	0	0	0	5
Total Hours		1	22	9	9	2	0	0	0	50	93
Fees:											
B.1	Meeting Scheduling (1 Downtown and 3 Neighborhood Mtgs.)	\$0	\$170	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$170
B.2	Meeting Planning & Preparation	\$0	\$340	\$340	\$0	\$0	\$0	\$0	\$0	\$200	\$1,220
B.3	Meeting Promotion & Invitations	\$0	\$170	\$0	\$0	\$0	\$0	\$0	\$0	\$400	\$910
B.4	Virtual Meeting Hosting	\$0	\$1,360	\$680	\$0	\$0	\$0	\$0	\$0	\$2,720	\$5,540
B.5	Public Input & Comment Polling	\$0	\$340	\$0	\$0	\$0	\$0	\$0	\$0	\$3,200	\$3,540
B.6	Public Issues, Concerns, Needs & Desires Review	\$0	\$680	\$340	\$0	\$0	\$0	\$0	\$0	\$0	\$1,360
B.7	Summary Public Participation	\$0	\$340	\$0	\$0	\$0	\$0	\$0	\$0	\$1,200	\$1,540
Task B. Technical Memorandum		\$180	\$3,740	\$1,530	\$170	\$0	\$0	\$0	\$0	\$0	\$860
Total Fee		\$180	\$3,740	\$1,530	\$340	\$0	\$0	\$0	\$0	\$5,000	\$12,320
TOTAL FEES FOR SERVICES =											
\$12,320											
REIMBURSABLE EXPENSES:											
Airfare	0	flights @	\$	500.00	/Trip =	\$	-	x billing rate		-	Total Airfare
Hotel	0	nights @	\$	150.00	/Night =	\$	-	x billing rate		-	Total Hotel
Meals	0	days @	\$	75.00	/Day =	\$	-	x billing rate		-	Total Meals
Ground Transportation	0	days @	\$	100.00	/Day =	\$	-	x billing rate		-	Total Ground Transportation
Phone/Fax	0	days @	\$	5.00	/Day =	\$	-	x billing rate		-	Total Phone/Fax
Printing	0	drafts @	\$	5.00	/Draft =	\$	-	x billing rate		-	Total Printing
Shipping	0	drafts @	\$	50.00	/Draft =	\$	-	x billing rate		-	Total Shipping
TOTAL REIMBURSABLE COSTS =											\$0
TOTAL COST OF ENGAGEMENT =											
\$12,320											

## TASK C | BUDGET AND FEE BREAKDOWN

MAN-HOUR BUDGET AND FEE BREAKDOWN CITY OF READING COMPREHENSIVE PARKING PLAN										
PERSONNEL:		DESMAN Inc.								
POSITION:		Sr. Associate/ Principal-in-Charge Quality/Control G. Salzman	Sr. Associate/ Project Manager/ Operations Analyst G. Shumate	Senior Parking & Mobility Planner C. Jones	Senior Parking Policy Planner A. Hill	Engineer/ Field Surveyors E. Detulla	QUAD 3			TOTALS
							Code/Policy Specialist	Field Surveyors	Drone/Signage Specialist	collaborate Community Engagement Facilitator Project Manager
Billing Rate >>		\$180.00	\$170.00	\$170.00	\$170.00	\$120.00	Name	Support Staff	Project Manager	Project Manager
<b>TASK C. EVALUATION OF CURRENT PARKING POLICIES</b>										
Hours:										
C.1. Land Development / Zoning Regulatory Requirements Review		0	2	0	4	0	12	0	0	0
C.2. Stormwater Management Ordinances & Practices		0	2	0	0	0	12	0	0	0
C.3. Parking Enforcement, Pricing, Duration of Stay Regulations		0	8	0	6	0	0	0	0	0
C.4. Impacts of Parking Related Deed Restrictions		0	4	0	0	0	12	0	0	0
C.5. On-Street Parking Regulations for Standard & Specialized Areas		0	10	4	6	8	0	8	0	0
C.6. Parking Rate Structure Assessment		0	2	0	6	0	0	0	0	0
C.7. Condition and Effectiveness of Wayfinding Signage		0	2	10	0	12	0	8	0	0
C.8. Impact of Other City Codes, Ordinances Policies, Procedures and Incentives		0	8	8	6	0	12	0	0	0
<b>Task C. Technical Memorandum</b>		2	8	4	4	0	48	16	0	0
<b>Total Hours</b>		2	46	26	32	20	48	16	0	190
<b>Fees:</b>										
C.1. Land Development / Zoning Regulatory Requirements Review		\$0	\$340	\$0	\$680	\$0	\$2,040	\$0	\$0	\$0
C.2. Stormwater Management Ordinances & Practices		\$0	\$340	\$0	\$0	\$0	\$2,040	\$0	\$0	\$0
C.3. Parking Enforcement, Pricing, Duration of Stay Regulations		\$0	\$1,360	\$0	\$1,020	\$0	\$0	\$0	\$0	\$0
C.4. Impacts of Parking Related Deed Restrictions		\$0	\$680	\$0	\$0	\$960	\$0	\$200	\$0	\$0
C.5. On-Street Parking Regulations for Standard & Specialized Areas		\$0	\$1,700	\$680	\$1,020	\$0	\$0	\$0	\$0	\$0
C.6. Parking Rate Structure Assessment		\$0	\$340	\$0	\$1,020	\$0	\$0	\$0	\$0	\$0
C.7. Condition and Effectiveness of Wayfinding Signage		\$0	\$340	\$1,700	\$0	\$1,440	\$0	\$200	\$0	\$0
C.8. Impact of Other City Codes, Ordinances Policies, Procedures and Incentives		\$0	\$1,360	\$1,360	\$1,020	\$0	\$2,040	\$0	\$0	\$0
<b>Task C. Technical Memorandum</b>		\$360	\$1,360	\$680	\$680	\$0	\$0	\$0	\$0	\$0
<b>Total Fee</b>		\$360	\$7,820	\$4,420	\$5,440	\$2,400	\$8,160	\$400	\$0	\$0
<b>TOTAL FEES FOR SERVICES =</b>										
<b>\$29,000</b>										
<b>REIMBURSABLE EXPENSES:</b>										
Airfare	0	flights @	\$	500.00	/Trip =	\$	1.00	=	\$	- Total Airfare
Hotel	0	nights @	\$	150.00	/Night =	\$	1.00	=	\$	- Total Hotel
Meals	0	days @	\$	75.00	/Day =	\$	1.00	=	\$	- Total Meals
Ground Transportation	0	days @	\$	100.00	/Day =	\$	1.00	=	\$	- Total Ground Transportation
Phone/Fax	0	days @	\$	5.00	/Day =	\$	1.00	=	\$	- Total Phone/Fax
Printing	0	drafts @	\$	5.00	/Draft =	\$	1.00	=	\$	- Total Printing
Shipping	0	drafts @	\$	50.00	/Draft =	\$	1.00	=	\$	- Total Shipping
<b>TOTAL REIMBURSABLE COSTS =</b>										\$0
<b>TOTAL COST OF ENGAGEMENT =</b>										\$29,000

**TASK D | BUDGET AND FEE BREAKDOWN**

MAN-HOUR BUDGET AND FEE BREAKDOWN CITY OF READING COMPREHENSIVE PARKING PLAN										
POSITION:  PERSONNEL:	DESMAN Inc.									
	Associate V.P./ Principal-In-Charge Quality/Control G. Salzman	Sr. Associate/ Project Manager/ Operations Analyst G. Shumate	Senior Parking & Mobility Planner C. Jones	Senior Parking Policy Planner A. Hill	Engineer/ Field Surveyors E. Detulio	Code/Policy Specialist  To Be Named	Field Surveyors  Support Staff	Dronegenuity  Project Manager	coUrbanize Community Engagement Facilitator Project Manager	TOTALS
	\$180.00	\$170.00	\$170.00	\$170.00	\$120.00	\$170.00	\$25.00	\$85.00	\$100.00	
Billing Rate >>										
TASK D. COMPREHENSIVE PARKING PLAN RECOMMENDATIONS AND IMPLEMENTATION										
Hours:										
D.1	Existing Needs Summary	0	8	0	8	0	0	0	0	16
D.2	Future Needs Summary	0	8	0	8	0	0	0	0	16
D.3	Applicability and Amount of Parking Fees	0	6	0	2	0	0	0	0	8
D.4	Zoning/Land Development Requirements	0	6	0	6	0	0	0	0	28
D.5	Administration, Maintenance and Enforcement Enhancements	0	10	0	4	10	6	0	0	30
D.6	Environmental/Sustainability Practices & Policies	0	4	10	6	0	0	0	0	20
D.7	Implementation Strategy	1	8	6	6	8	8	0	0	37
Task D. FINAL REPORT PRODUCTION & PRESENTATION										
Total Hours		3	56	18	46	18	30	0	0	171
Fees:										
D.1	Existing Needs Summary	\$0	\$1,360	\$0	\$1,360	\$0	\$0	\$0	\$0	\$2,720
D.2	Future Needs Summary	\$0	\$1,360	\$0	\$1,360	\$0	\$0	\$0	\$0	\$2,720
D.3	Applicability and Amount of Parking Fees	\$0	\$1,020	\$0	\$340	\$0	\$0	\$0	\$0	\$1,360
D.4	Zoning/Land Development Requirements	\$0	\$1,020	\$0	\$1,020	\$0	\$2,720	\$0	\$0	\$4,760
D.5	Administration, Maintenance and Enforcement Enhancements	\$0	\$1,700	\$0	\$680	\$1,200	\$1,020	\$0	\$0	\$4,600
D.6	Environmental/Sustainability Practices & Policies	\$0	\$680	\$1,700	\$1,020	\$0	\$0	\$0	\$0	\$3,400
D.7	Implementation Strategy	\$180	\$1,360	\$1,020	\$1,020	\$960	\$1,360	\$0	\$0	\$5,900
Total Fee		\$360	\$9,520	\$340	\$7,820	\$2,160	\$5,100	\$0	\$0	\$28,200
TOTAL FEES FOR SERVICES = \$28,200										
REIMBURSABLE EXPENSES:										
Airfare	2	flights @	\$	500.00	/Trip =	\$	1,000.00	=	\$	1,000.00
Hotel	2	nights @	\$	150.00	/Night =	\$	300.00	=	\$	300.00
Meals	2	days @	\$	75.00	/Day =	\$	150.00	=	\$	150.00
Ground Transportation	1	days @	\$	100.00	/Day =	\$	100.00	=	\$	100.00
Phone/Fax	0	days @	\$	5.00	/Day =	\$	-	=	\$	-
Printing	0	drafts @	\$	5.00	/Draft =	\$	-	=	\$	-
Shipping	0	drafts @	\$	50.00	/Draft =	\$	-	=	\$	-
TOTAL REIMBURSABLE COSTS = \$1,550										
TOTAL COST OF ENGAGEMENT = \$29,750										





INNOVATION THROUGH COLLABORATION.  
SUCCESS BY DESIGN

### PROJECT FEE & EXPENSE BREAKDOWN BY TASK AND STUDY AREA

Project Fee/Expense Breakdown by Task/Participant					
FEES	DESMAN	Quad 3	Dronegenuity	coUrbanize	Subtotal
Task A	\$33,020	\$3,540	\$12,495	\$0	\$49,055
Task B	\$7,320	\$0	\$0	\$5,000	\$12,320
Task C	\$20,440	\$8,560	\$0	\$0	\$29,000
Task D	\$23,100	\$5,100	\$0	\$0	\$28,200
<b>Subtotal</b>	<b>\$83,880</b>	<b>\$17,200</b>	<b>\$12,495</b>	<b>\$5,000</b>	<b>\$118,575</b>
<i>% of Subtotal Fee</i>	71%	15%	11%	4%	100%
EXPENSES	DESMAN	Quad 3	Dronegenuity	coUrbanize	Subtotal
Task A	\$4,600	\$0	\$0	\$0	\$4,600
Task B	\$0	\$0	\$0	\$0	\$0
Task C	\$0	\$0	\$0	\$0	\$0
Task D	\$1,550	\$0	\$0	\$0	\$1,550
<b>Subtotal</b>	<b>\$6,150</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$6,150</b>
<i>% of Subtotal Exp.</i>	100%	0%	0%	0%	100%
<b>GRAND TOTAL</b>	<b>\$90,030</b>	<b>\$17,200</b>	<b>\$12,495</b>	<b>\$5,000</b>	<b>\$124,725</b>
<i>% of Total Fee</i>	72%	14%	10%	4%	100%

Project Fee/Expense Breakdown by Study Area/Participant					
FEES	DESMAN	Quad 3	Dronegenuity	coUrbanize	Subtotal
Downtown (DID)	\$63,749	\$17,200	\$2,598	\$4,250	\$87,797
Study Area 1	\$6,710	\$0	\$3,124	\$250	\$10,084
Study Area 2	\$6,710	\$0	\$3,334	\$250	\$10,294
Study Area 3	\$6,710	\$0	\$3,439	\$250	\$10,400
<b>Subtotal</b>	<b>\$83,880</b>	<b>\$17,200</b>	<b>\$12,495</b>	<b>\$5,000</b>	<b>\$118,575</b>
<i>% of Subtotal Fee</i>	71%	15%	11%	4%	100%
EXPENSES	DESMAN	Quad 3	Dronegenuity	coUrbanize	Subtotal
Downtown (DID)	\$4,600	\$0	\$0	\$0	\$4,600
Study Area 1	\$517	\$0	\$0	\$0	\$517
Study Area 2	\$517	\$0	\$0	\$0	\$517
Study Area 3	\$517	\$0	\$0	\$0	\$517
<b>Subtotal</b>	<b>\$6,150</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$6,150</b>
<i>% of Subtotal Exp.</i>	100%	0%	0%	0%	100%
<b>GRAND TOTAL</b>	<b>\$90,030</b>	<b>\$17,200</b>	<b>\$12,495</b>	<b>\$5,000</b>	<b>\$124,725</b>
<i>% of Total Fee</i>	72%	14%	10%	4%	100%
	DID Area	Study Area 1	Study Area 2	Study Area 3	Total
<b>FEES</b>	<b>\$87,797</b>	<b>\$10,084</b>	<b>\$10,294</b>	<b>\$10,400</b>	<b>\$118,575</b>
<b>EXPENSES</b>	<b>\$4,600</b>	<b>\$517</b>	<b>\$517</b>	<b>\$517</b>	<b>\$6,150</b>
<b>GRAND TOTAL</b>	<b>\$92,397</b>	<b>\$10,601</b>	<b>\$10,811</b>	<b>\$10,916</b>	<b>\$124,725</b>
<i>% of Total</i>	74%	8%	9%	9%	100%



"Our firm is set up to encourage the creative process, to share ideas and talents among all of our offices and deliver an exceptional end product to our clients. DESMAN embraces diversity and is committed to provide excellence in the design of parking facilities, rehabilitation programs for existing structures and innovative parking studies for all market sectors.

*Innovation through Collaboration, Success by Design*

Internally we strive to enrich the lives of our employees and embrace personal values. We care about serving our clients, and improving the communities in which we work. Our enduring client relationships reflect our ongoing commitment to the principles of collaboration, partnership and hard work."



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